

VARIETY

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64 PAGES

WORLD'S CHAMP BEAUTS

12 Stars, 36 Featured Players Now on Broadway; Best in Years

Personality is staging a comeback on Broadway, where for the past few seasons the star firmament has been as empty as Mother Hubbard's cupboard. Although the number of current legit shows, both straight and musical, on the main street is now normal at 33, the number of names billed over show titles (stars) is considerably higher than at any time in several years.

At present there are 12 starring names on the legit list, close to 50% over the recent seasonal average. They are stars by Broadway's accepted standard billing. The 12 are distributed among current nine shows whose producers think enough of the talent to bill it above the show title.

Along with the 12 stars there are 36 featured players, also much above recent normal. Of these, five are in four shows in which stars are billed above them. Remaining 31 are in 11 shows which bill the titles first. 30 of 32 current shows only eight advertise no cast names.

The 12 stars as billed are: Lucienne Boyer, 'Continental Varieties'; William Haxton, 'Ethel Merz'; Victor Moore, 'Anything Goes'; (Continued on page 48)

Midget Sues B'way Restaurant Owner on Breach of Promise

Anne Sutton, midget, filed suit in Supreme Court, New York, yesterday (Monday) against Andrew Murphy, Jr., Times Square restaurant operator, charging breach of promise and seduction and asking for \$100,000 damages. Murphy is five feet nine and weighs 160 pounds. Miss Sutton weighs 55 lbs.

According to the charges as stated in the papers filed, Murphy promised to marry Miss Sutton last April. She was then set for a date at the Chicago Fair and he was to marry her when she returned. When she returned, she charged, she found out he was already married. Benedict Ginsberg is counsel for Miss Sutton.

U. of Minn. Producing Pictures on Its Own

Minneapolis, Nov. 26. The University of Minnesota is going in for motion pictures as educational aids on a large scale. It has started a new school theatre for use in courses in the general college and it collects films from educational sources in all parts of the world, as well as scientific and technical short subjects from the major producers.

University also makes its own material in special material is not available.

They Turned Out

'Anything Goes,' the Vinton Freedley-Cole Porter musical which opened last week at the Alvin, N. Y., drew a premiere audience rated by Broadwayites as about the greatest at any first night in years. Observers claim it topped any of the Noel Coward show openings for class.

Even the balcony was loud with chinchilla.

PIX VS. OIL CO. BATTLE FOR B. O.

The answer of pictures to Standard Oil's plans to give free shows throughout the country is fight. After checking into the situation in behalf of the industry in general it was decided yesterday (Monday) that industry leaders hold a meeting this week on means of coping with this h.o. menace.

Just what steps pictures may take to combat Standard's free show plan remains up to film leaders after sitting down to discuss the situation.

Understanding is that Standard has signed Guy Lombardo for 18 weeks and will tour him and his band around the country giving free shows.

WANDERING WARBLERS NOW NOCTURNAL RAGE

The wandering minstrel of the night is the new cocktail hour and nocturnal diversissement around the smarter New York spots. The roving accordionist-singer is coming into his own to such a degree that he may start an epidemic of wind-jammers comparable only to the original saxophone craze.

These melancholy warblers who hibernate from table to table and give out romantic choruses are the new evolution in personality songsters around the gay spots, and picking up some easy change for themselves, depending on their own shrewdness in gauging the audience reaction of the particular couples or parties at each table.

It calls for a sharp character study to determine if they're sentimental, racially partial (Irish and Russian airs are pushover for pour-boire), whether it's a heavy romance, conventional or otherwise, or any other mood which the number of cocktails, the lookers' obvious jealousy and the hour alone can determine.

H'WOOD NIFTY 60 AVERAGE 2½6 YR.

At a \$15 Per Day Income
This Restricted Group of
Creme-de-la-Creme Look-
ers Must Be Always Qui
Vive for Class Atmos-
phere Calls

THE UPKEEP

Hollywood, Nov. 26. The all-around most beautiful beauts in the world today—which means face, figure, class, style, plus the knack of giving it all to a motion picture camera that way—are 60 dolls in Hollywood; extras on call for elegance stuff.

This lovely coterie—to which only the top New York fashion models can compare, and then only on the basis of making goo-goo before the shiny still camera, whereas the Hollywood beauts have got that ole debbil picture camera (Continued on page 63)

B'KLYN BURLY STRIPPER ON THE AIR

Peoples' Credit Clothing Co. of Newark setting its own weekly air shows over WNEW, New York. Executives of firm contact vantage houses weekly and obtain headlines on current bills.

Last week dearth of stellar names sent the company over to Empire burlesque theatre, where May Bunde was top draw. Burley queen jumped to the chance of going over the air. Company plans to use another strip artist and will give some advance bally to the stunt.

Miss Bunde is mostly a stripper in burlesque, although she also sings a bit. How this advertiser proposes to find many other singers among the burly strippers isn't known.

62 Years—And Comm'l

Hollywood, Nov. 26. Madame Ernestine Schumann-Heink, here for Thanksgiving vacation with her son, Ferdinand, begins her 62nd year as an entertainer with a 15-week broadcast contract over the Hoover Hour, ethering out of Chicago.

Singer has just completed 25 weeks on the Gerber hour. Returns to Chicago early next week.

Rest of Show Biz May Gang Up To Force Radio Free Admish End

A New Act

Gus Edwards was surveying the marquee of the Manhattan Music Hall, one of those cabaret-theatres, which had Al Trahan and Yukon Camera, Chilton and Thomas and other acts in turgidness.

Said Gus, 'I know every-one of those acts, but that Dining and Dancing is a new one to me.'

GIMME 2 ACTS, AND CHARGE IT

Macy's department store and Ramberger's in Newark enter the amusement field directly by installing entertainment bureaus in both establishments. New set-up is in close contact with WOR artists' bureaus in which all of that station's talent will be available to the store customers for parties, weddings and other informal social events. If desired, bureaus will also handle catering requests.

Stores feel that patrons will then linger longer and purchase their invitations, party favors, dinner gowns and other accessories right on the spot. Executives much enthused over new stunt as the looking bit is rather vague to the average person, and the new departments will offer a fresh service.

These additions have necessitated the hiring of four extra people to handle the booking dates.

Bureaus will also handle any requests for outside talent away from WOR. This new service can also be applied to your charge on deposit account just like any other store purchase.

Debs in Actors' Charity Show; Society Chill Off

Hollywood, Nov. 26. Screen Actors Guild put over a nifty to get society patronage for its coming ball by including the 'Twenty Little Working Girls' an organization of the Los Angeles younger set.

Using these debs in an otherwise professional show is the come-on to set society dowagers and blue-bloods of the town interested enough to make an appearance. Members of the Guild believe that the idea of having society on the bill with professionalists is worth an added \$5,000 on the night's take.

Should Starlinches generally not shoulder the film colony.

Washington, Nov. 26. Wide-open row over radio's free broadcast performances is anticipated as result of militant attitude of legit and film code authority numbers on allegedly unfair competition between industries.

Waiting for the report on numbers of free admissions from radio code authority, National Recovery Administration has not made any overt move to straighten out the problem but it is indicated that action will not be postponed long. Things expected to happen as soon as radio survey is finished.

With legit codists slated to urge the Federal Communications Commission to act, it is anticipated that film industry will join forces and present solid front against broadcast-casters at final showdown.

Attempts to spur Blue Eagle into action were made Friday (25) when Harry Warner complained to Divisional Administrator Sol A. Ho-

World's Champ Draw When Hot, Darrow Now Sits It Out

Easton, Pa., Nov. 26.

Clarence Darrow's lecturing days are drawing to a close, at least in the opinion of 500 persons who paid \$1 each to hear him lecture here.

Darrow appeared tired and worn and could hardly be heard beyond the second row, many being disappointed. When he started Darrow was standing up, but had to sit down and rest a while, continuing his lecture while seated in a large arm chair.

SHAKESPEARE GAGS TOO HOT FOR RADIO

San Francisco, Nov. 26.

Samuel Dixon, script man for KGO, is drafting a Falstaff Trilogy, for his weekly Shakespeare show.

Dixon says that Shakespeare's comedies are swell radio material except for the fact that too many of the gags have to be censored.

Priest's \$3,000 AT&T L.A.-to-Omaha Hookup

Largest fee paid by any sponsored program this season for a A.T.&T. telephone line between two points is the Sunday afternoon Father Coughlin series. The Detroit priest is paying \$3,000 for the wire that hooks up WOV, Omaha, to KXN, Los Angeles.

KXN was asked to the Father Coughlin hook-up last Sunday (26).

FEAR RADIO C. A. COLLAPSE IF UNITS OF TIME NOT MADE CHISEL-PROOF

Authority Moves to Strengthen Position and End Dodge—Frowns Upon Tendency to Sell 13-Minute Slices—Changes Imminent

Washington, Nov. 26. Far-reaching radio code amendments, tightening provisions on rates and designed to curb chiseling, are under consideration by the National Recovery Administration. Time limit on objections to proposals, submitted last week by Code Authority, is to Dec. 5.

Steps to make still another change in the code were launched as Code Authority began poll of industry to obtain expression of opinion about the wisdom of changing the special rates clause as it exists at present. Action follows request of National Association of Broadcasters that it be taken to amend, clarify, or repeal the provision.

Amendments slated for approval, providing no substantial protests are received, would ban special discounts on accounts handled in combination with other advertising media and would outlaw discounts on run-of-schedule contracts.

First proposal is aimed directly at a handful of newspapers which also own or operate transmitters and have been granting discounts, concessions, or rebates under combination contracts. While it was pointed out that the prohibition would apply equally to sales of time in combination with miles of space on billboards or in magazines, it was tacitly admitted that the drive is intended to bring press-owned stations into strict conformity with the code.

Second proposition was advocated on the grounds that the run-of-schedule practice has expanded under code operations and is becoming a vicious means of counteracting provisions intended to eliminate unfair advantages. If approved, the code would prohibit granting of any concession for such contracts.

Regarding as one of the most sweeping steps to check chiseling, the poll of sentiment about the change in the special rate clause will determine whether codists will request the NRA to make drastic changes in the compact and whether the industry must sell special time in accordance with rigid formulas.

Proposed amendment, to be inserted after the first sentence of article 7, section 14, reads:

"Each rate, discount, refund, and commission quoted shall relate to what are reported within the industry as standard units of sale. Quotations on any period of time not covered by the rate card shall be pro rata between the next shortest and longest unit covered by said rate card. Quotations for units greater than one hour shall be furnished by supplying multiple quotations applicable to the one-hour rate. Example: 1½ hours, 1.16 of the hour rate; 1¼ hours, 1.22 of the hour rate; 1½ hours, 1.46 of the hour rate; 2 hours, 1.6 of the hour rate, etc. These must be published on the rate card for not less than three hours in multiples of quarter hours. Each rate card shall be identified with a number and effective date. In cases where more than one rate is provided and these are displayed on separate cards, each rate card shall contain a reference to the other and each rate card shall describe clearly the users of radio facilities entitled to such rate. In cases where regular rates are not applied to participating programs, special events, sports events, time signals, weather reports, religious and political programs the rates charged for these programs must be clearly shown on the rate card."

Spikes Chiselers

Effect of such an amendment would stamp out the prevailing form of chiseling, the sale of less-than-standard units of time at special rates. Reports to codists indicate that many stations have adopted custom of contracting for eight or 11 or 13 minutes at rates substantially lower than the pro rata figure based on the rate card and it is feared the entire code will

break down unless a stop is put on such dodges.

Balloting on this proposition will end on Dec. 14.

Simultaneously, the Code Authority decided to ask the NRA to approve a clause making payment of code assessments compulsory on all industry members who have signed the agreement. This step is in accord with NRA practice and is more or less a formal move to make the budget provisions of the broadcast code uniform with provisions of other compacts.

Proposals that the Code Authority be expanded to provide better representation for broadcasters in the middle, south, and far western sections were turned down when the codists voted to disagree with an NAB resolution urging change in composition of the air group. Pointed out that codists now represent all classes of stations and are located in territory close to Washington, permitting easy and inexpensive attendance at meetings and speedy call of sessions in emergency.

Codists revealed last week that no action had been taken on the plan advanced by Ed McKies to create a flock of regional trade practices and enforcement bodies. Action was made by McKies, but failed to receive a second and was left hanging in mid-air. May come up again at next get-together.

No date has been set for the hearing of code amendments.

WFI-WLIT IN IMMEDIATE MERGER

Philadelphia, Nov. 26.

Merger of the two Philly department store stations, WFI and WLIT, is now in the actual process of uniting. Call letters of the new outfit will be WFLI, with application for a Pennsylvania charter just granted.

It was decided to begin operation as a new unit when the FCC grants the okay to shoot ahead. Application will be filed this week in Washington. Probability is that WFLI, as such, will not be completely organized with new staff and studios before six months, although the station under the new charter will be in business immediately.

Samuel Rosenbaum, who heads the board, is handling all details regarding policy, studio and transmitter location, and staff changes.

Rodgers-Hart on CBS A La Schwartz-Dietz

Rodgers and Hart are understood to be on CBS with a weekly half-hour program entirely authored by themselves. They will write both the songs and book for the show and employ new songs in every show, more or less on similar lines of the Schwartz-Dietz "Ivory Soap" hour, which, however, occupies a full hour. Ketelle Taylor, former film actress, is probably set to warble in the first of the programs and may become a regular cast member. Other details have not yet been worked out.

Hard Boozie on KYA

San Francisco, Nov. 26.

KYA has stepped out and grabbed itself a liquor account. Something new for these parts. Beer accounts have been handled but no hard-liquor accounts have been plucked.

El Guillermou & Co., liquor importers, are presenting a series of 12 broadcastable retailing old championship fights, which, when you get down to it, gives the program that old-time bar-room atmosphere.

NOT TELLING WHY HE HAD MAN ARRESTED

Rock Island, Ill., Nov. 26

James L. Hughes, manager of WILIP, Rock Island, has sworn out a warrant for Ralph Richards, alias Raymond Vance, charging him with a confidence game. Richards was picked up at Sioux City, Iowa, and posted a \$1,000 bond.

How Hughes claims to have got taken in he refuses to discuss.

CALL LETTERS FOR SALE AT \$35,000

Baltimore, Nov. 26.

WFER is dicker with the Read Drug Company, operator of burg's biggest chain of drug stores, to buy an announcement that will be coupled with the station's identification at all the program breaks. Station is asking \$35,000 a year, and no set deal has not been consummated. If it goes through, announcements at program junctures would read something like: "This is WFER, the Read Drug Co.'s Station."

Broadcasters had been budding with the Penn Tobacco Company, manufacturers of Kentucky Winers cigarettes, on same proposition, but chances for pact chilled when the tobaccoists took a chain program over KJC.

COTY TO BIOW AGENCY

Geometrically Anxious to Get Ray Noble If and When

Coty has shifted its advertising account to the Milton Biow agency and may make its debut in network broadcasting with Ray Noble. During the bidding for the Coty business, in which four agencies took part, the cosmetic maker let it be known that it was interested in handling a band led by Noble. However, latest information indicates Coty program will be 30-minute serial show.

Noble, who is currently in Hollywood under a writing contract with Paramount, is eligible to membership in the New York musicians' union as soon as he applies for his first citizenship papers. On his arrival from England in September sought permission from the American Federation of Musicians to take the Brown-Bolton program on NBC but his request was turned down on the grounds that he was a British citizen. His present contract with Paramount expires Dec. 15, but the film producer has an option to renew in two-week lots up to six weeks.

REORGANIZING KFKA; SERVES 35 TOWNS

Greely, Colo., Nov. 26.

Station KFKA has had a reorganization of personnel with the retirement of H. E. Green from active management. Green resumes his practice of accounting.

Howard Bell moves up from program director to station boss. John C. Sweeney continues as commercial manager with E. E. DeWitt as assistant. Herbert Albright is a new announcer.

Crawford Radio joins KDKA as field and merchandising supervisor of the 30 towns east of Greely. KFKA serves 35 towns in this area.

KTAB, Oakland, is installing two additional remotes. The first goes to the University of California gym for basketball coverage. The second will bring in doings at the Fox Oakland theatre.

Communications Comm. Knee-Deep

Washington, Nov. 26.

Scramble for better broadcast facilities continued since last week as Federal Communications Commission began moving toward action on scores of pleas for 100-watt stations and power boosts.

Bocket was swelled by six requests for authority to build quadruplet one-lungers and five power increases, but Commission lightened load by setting six 100-watt pleas for hearing, granting three power boosts, and ordering hearings on six power-raises applications.

Reconsidering previous action, Commish upped time and extended hours of several existing stations. KECA, Los Angeles, received day increase from 2½ hr. to 3 hr. as did KPBC, Houston, while KRLD, Los Angeles, was authorized to jump from 2 to 2½ hr. Commish denied petition to reconsider refusal to raise WMCA, New York, from 500 to 1 kw. and WYTH, Syracuse, from 250 to 500. Also declined to reconsider petition WTMJ, Milwaukee, for night raise from 1 to 5 kw. and application of Montana Broadcasting Co., Helena, Mont., for 100 watts on 1420 kc. Application WCBH, Portland, Me., for daytime boost for 2½ to 5 kw. again rejected as was plan of KVOB, Denver, for jump from 500 to 1 kw.

Applications granted included increase in day power from 100 to 250 for WHYY, Green Bay, Wis., and WHEP, Rock Island, Ill., as well as increase in day power from 500 to 1 kw. for WTAH, Norfolk, Va.

Cases set for hearing include petitions of Jackson D. Magnum, Erie, Pa.; John G. Curtis, Erie, Pa.; Glad Radio Service, Abilene, Tex.; Riverdale Broadcasting Co., Riverdale, Calif.; Radio Service Inc., Redlands, Calif., for 100 watts. Others assigned to examiners for investigation were request of F. L. Whitehall, Forty Port, Pa., for new 500 watts; WIL, St. Louis, for frequency shift from 1,200 to 1,250, and power boost from 100 night, 250 day, to 250 night, 500 day; WIKR, East Lansing, Mich., frequency shift from 1,340 to 950, changes in hours; WGAR, Cleveland, frequency shift from 1,400 to 560, and power boost from 500 night to 1 kw.; and KMCJ, Sioux City, Ia., frequency shift from 1,330 to 1,290.

Four petitions for increase of night power from 500 to 1 kw. were set for hearing: applicants are WOKO, Albany, N. Y.; WHEC, Rochester, N. Y.; WDNE, Columbus, O.; and WHAE, Troy, N. Y.

Another move by the Tanke network to improve its New England coverage was made when WNAC asked construction permit to jump power from 1 kw. night and 2½ hr. day to 1 kw. night and 5 hr. day. A boost from 100 days to 250 was sought by WKMG, Muskogee, Mich., while WSAI, Crowley's low-power outlet at Cincinnati led a petition identical to Shepard's, asking to increase day strength from 2½ hr. to 5 hr. A third day jump to 5 hr. was asked by WFLC, Greenville, S. C., while WGST, Atlanta, asked for a rise in night power from 500 to 1 kw.

Filing an amended petition within two days, Shepard's Boston outlet applied for permission to change frequency as well as boost power and sought the facilities now assigned to WHDH. Would move from 1,330 kc. to 830.

New one-lungers proposed by: Denton Broadcasting Co., Denton, Tex., 1,420 kc.; Evangeline Broadcasting Co., Lafayette, La., 1,300 kc.; Radio Service, Las Vegas, Nov., 1,200 kc.; Mid-Central Broadcasting Co., Kansas City, 1,370 kc.; National History Broadcasting Co., Minneapolis, Minn., 1,370 kc.; and George B. Bailey, Valley City, N. D., 1,410 kc.

Other commish action during the week included denial of WBSW, Pittsburgh, plea for frequency shift from 1,500 to 890 kc., and power boost and renewal of license of WMMN, Fairmont, W. Va., which had been challenged.

New Affiliated WCFL Midwest Chain Gets Going Dec. 3 with 16 Stations

WLW-WOR Exchange

Cincinnati, Nov. 26.

"Crowley Follieri," a plunger for radio sets and electric refrigerators made by the same firm that operates WLW, extends to WOR, New York, and WCXY, Detroit, as a weekly sustained program, Wednesday (23). Time is 5:30 to 9 p. m.

Station combo is three-fourths of Mutual net, WGN, Chicago, being the absentee for this band.

Program is in its fourth year. Was originally a 30-minute shot. This season Crowley started its off as a 90-minute period. Idea was found too marathonish and cut in an hour. For the New York and Detroit hookup the time has been sliced to a half hour.

Tex Griffiths, tenor, and Esther Hammond, indigo warbler, new importations from Chicago, are spotted in talent line-up with William Sloane's Flying Dutchmen ork, an NDC web fixture; Gene Perazze, pianist, and staff artists handling "Lament Lyrics," dramatization of old songs.

"Crowley Follieri" will be piped into the WOR transmitter Tuesday night and the latter station will return the courtesy Thursday nights with a half-hour show tagged "The Three F's," and framed around Norman Brokenshire, Nat Brunloff and Henry Rueblich.

WGAR After Liquor

Cleveland, Nov. 26.

J. Leslie Fox, sales manager of WGAR, has inaugurated a participating program five nights weekly at 10:30 p. m. with the hope of building late half-hour as a liquor sponsor's breaker-inner.

Went on air last Tuesday sustaining with Skip and Happiness as the talent.

Cope Takes a Rest

San Francisco, Nov. 26.

Donald Cope, NBC production manager, is on a two-week vacation. Flew to Hollywood and thence to Salt Lake City, his old home.

Lead front program manager, and Carol Coleman, producer, are handling the Carfare Carnival in his absence.

CBS TAKES ABS STATION

Pay-Off Angle Snags World Wax Deal; 1ST OPEN MOVE Reps Rap Fee Scale as Inequitable VS. THIRD WEB

Negotiations between the World Broadcasting System and the leading special station reps last week struck a snag when several of the latter insisted there be no favored stations. Objected to by these reps was the method World proposed using in determining how much of a fee each station was to pay for WBS commercial recordings in return for World's withdrawal from the time brokerage and placing field.

Fee angle came up at a meeting last Tuesday (20) between WBS officials and the New York reps of such organizations as Paul H. Raymer, Greig, Blair & Co., Free & Steininger and the New England Network. During the discussion of the contract that World had drawn up for stations in the commercial program building combine the recalcitrant reps scored the fee arrangement suggested by World as unfair to some of the stations the latter represented. They demanded that the service fee be proportionately the same for all stations involved with the amount based strictly on power and local rate card.

The contract as devised by World was to run for two years and stipulated the amount that the station planner was to pay for such commercial recording turned out by the WBS studios. It also bound the station to maintain for this period the same commission arrangement now prevailing between itself and its rep.

Reps objecting to the 'production fee' setup for stations as proposed by World suggested that the method of compensation could be made more satisfactory all around if World installed its bill-and-date turntable equipment in all member stations and depended for its program production costs on the flat fee obtained from licensing these turntables.

Priest 16-1 Winner in WCAU Publicity Poll; Philharmonic Exits

Philadelphia, Nov. 26.

Gag pulled by the Levys of WCAU to poll the local district on the question of Father Coughlin versus the N. Y. Philharmonic proved to be the best publicity stunt to crash the anti-radio press here in recent years.

Not only did the Philly dailies play up the story on page one but Coughlin himself on Sunday's (23) broadcast made the affair his primary lead of the weekly hour.

The result of a one-time questionnaire by Alan Keott, station news commentator at 11 p.m. one night two weeks ago, total vote was: Coughlin, 112,110; Philharmonic, 7,004. The press billed it as a Coughlin win—16 to 1. Obviously, the Levys had been betting on a sure thing, since one of the cleric's strongholds is Philadelphia.

Father Coughlin, quoted by the Philadelphia (morning) Record said: 'This is the second attempt by the Philharmonic Society to take me off the air on one of the Columbia System stations. Last summer, while I was not broadcasting, station KMOX, of St. Louis, notified me, after an application for renewal of my contract, that my money was not satisfactory to it because it preferred the Philharmonic hour (sustainer).'

'At that time I had no radio outlet on which to defend myself. I believe if the truth of this were ferreted out, you would discover that the bankers, rather than musicians, are interested in silencing my voice. It is well known that a good percentage of the directors and large contributors to the Philharmonic Society have Wall Street addresses.'

J. G. BYERS ON OWN

Judge Know Owns Lab Man's New Set-Up

J. G. Byers is again in major control of the Byers Recording Laboratory, Inc. Judge Know in the New York Federal Court last week signed an order certifying Byers' bid for the studios' assets and also appointing him trustee of the creditors' fund. Amount derived from the sale will be prorated among those the studios owed money at the time it sought court relief under the revised bankruptcy law.

It is the first time that Byers has been in complete possession of the property since shortly after he organized the business. Under the present set-up he has no partners and Scott Howe Bowen, Inc., is completely out of the studios' picture.

Legits to Have Call Over Radio Actors, Sez CBS

Columbia avers that it has embarked on a new showmanship policy which will find the web leaning more and more on Broadway for actors, writers and plays. Network will in casting its sustaining programs give first choice to seasoned legit players instead of resorting to the ranks of experienced radio actors.

Two CBS sustainers currently composed of all legit players are the American School of the Air 'Tuesday afternoons and 'Roadways of Romance,' the Thursday matinee round of the clock.

MEMORIZING OUT

Maybe It Was Just a Publicity Stunt, Anyhow

Memorizing of scripts is out as far as CBS is concerned. Chain planned to inaugurate this move as an important change for the new season, but idea did not jell at all.

Performers found it a nuisance and very difficult. Now talent has to familiarize themselves with story and action, but learning word for word is not on the books. Some doubt if there was ever any serious intention.

HUDSON-ESSEX BACK, BUT CBS THIS TIME

Hudson-Exness is expected to join Hancock contracts within the coming week which will add the two auto brands to the Columbia schedule for a minimum run of 13 weeks. Ken Boyce, CBS v.p. in charge of sales, spent last week in Detroit on the deal.

Due to program discontinuation, the account walked off NBC last season in the middle of its contract. NBC threatened to sue for the balance of the time obligation and the Hudson-Exness outfit settled in full.

Lee, Breneman in S. F.

San Francisco, Nov. M.

Tommy Lee, son of the late Don Lee, owner of Don Lee Broadcasting System (affiliated with CBS), is in town to arrange for a remodeling of KPBC, the San Francisco outlet.

Tom Breneman, formerly of NBC and now manager of KPAC and KPFD, Los Angeles is also in San Francisco.

Columbia Splits Its Program Service in Cleveland in Order to Win WJAY Away from Steer Chain

MAKE IT TOUGH

Columbia has for the time being squeezed the American Broadcasting System out of the Cleveland area by using up the latter's local affiliates, WJAY, on a deal, which starting the first of the year will have that station sharing CBS programs with WKLE. Involved in this Columbia two-station spread locally is the Cleveland Plain Dealer, which holds an option to buy WJAY.

Waning away of WJAY is regarded by the broadcast trade as the first open move on the part of either NBC or Columbia to stymie the development of the newcomer to the network list. Impression garnered by the trade when the ABS first started gathering associated stations was that the two major webs purposed maintaining a hands off policy. Several of CBS' top officials went as far as to assure George Horne of co-operation in his ABS venture wherever possible.

CBS has one other town currently where the two-station spread prevails. Spot is Buffalo, with the arrangement providing for the alternation of CBS programs over WGR and WISW, both of which are owned by the Buffalo Broadcasting Co.

Columbus, Nov. 26.

WGB, Columbus 100-watt, has joined the American Broadcasting System's list.

Station is owned and operated by the Wolff Bros., who also control WENR here. Latter outlet is affiliated with CBS.

Albert Cowdell, formerly general manager of WOR, stepped into the American Broadcasting System partnership (Monday) as v.p. in charge of sales. Ed Alshire, now with the radio department of the Lord & Thomas office in Chicago, joins the web as director of sales promotion. Alshire is due to start on the ABS assignment next Monday (3).

Carl Kalpa, who took the title of sales manager when he joined George Horne five months ago, will stay on with the network.

Cowdell makes three v.p.s for the new network. Others are James Norris, v.p. and treasurer, and Fred Weber, v.p. on station relations.

Burt McMurtrie is mentioned as a possible fourth vice-president for ABS.

Sales Companies Buying Block Time; Retail to Sponsors at Per-Inquiry

Chicago, Nov. 26.

Stations and individuals are busy angling wage and means by which they can circumvent the radio code ban on contingent or per-inquiry business. When the radio code ban went into effect it was a serious punch on the pocketbook to dozens of small stations in the smaller towns and rural sections; stations which did most of their business with advertisers who were looking for inquiry mail. These stations were taking a gamble with the clients and collecting 20c or so for each inquiry mailed into the station.

With the code ban now in effect, stations cannot take such accounts

Baldwin Warns That Commercials Disguised as Sustainers Must Stop; Cites Cases of Three Magazines

Foreign-Must Be Good

Philadelphia, Nov. 26.
Gene Marshall resigned some time ago as WIP announcer. Later Marshall returned to WIP as Jose De Cordoba, eminent Cuban pianist, playing the modern classic tunes.

Fan mail which was at the tail end of the list while working as Gene Marshall, is now topping the response for musical shows.

WNAC, WCAE, WGAR, MUTUAL ALLIES?

Boston, Nov. 26.

WNAC, Boston, may be added to the Mutual group as New England link in a special hook-up for the Cal-Aspirin account. Understood WGAR, Cleveland, and WCAE, Pittsburgh, are the other stations to get the account in addition to the four stations regularly in the Mutual network.

Cleveland, Nov. 26.

WGAR gets the Cal-Aspirin program, 'Mary Sothra' starting Dec. 1. It's a quarter hour daily show at 4:45. Originates at WLW, Cincinnati. Total of seven stations will carry show, it is understood.

LANDE FORMING DANCE COMBINATION FOR AIR

Jules Lande, featured NBC violinist and conductor of the Egyptian Room orchestra at the Hotel St. Regis, New York, is rehearsing a new 14-piece dance band aimed for a radio commercial.

Lande is a protégé of Mike Meehan, IKKO mogul, and Al Hoffman, the ginger ale king, and it is the general supposition that the career of his new dance unit will be launched under the aegis of one or both of these.

Lande claims the distinction of being America's only 'court violinist,' having sailed on the yacht Mayflower as personal fiddler to President Harding on his junket to Panama.

Washington, Nov. 26.

Crack-down campaign against rate cheating and free time grabbing was launched by the Broadcast Code Authority last week.

Following decision to ask National Recovery Administration for more stringent provisions on rates, codist moved to stamp out practice of putting commercial programs on as sustaining features and singled out a number of culprits for warning.

James W. Baldwin, Code Authority executive officer, warned all stations that use of such programs sent out by Cosmopolitan Magazine will be construed as code violation and in disregard of ban on free time. Notice was served on Daniel Henderson, director of promotion of the rag.

Taking up three specific cases in a bulletin to all stations and networks, Baldwin warned that action may follow continuation of practices considered in disregard of code.

Remarking that letter to Cosmopolitan should be self-explanatory, Baldwin quoted from communications in which he said 'We consider the terms and conditions contained in your letters to radio broadcasting stations for the presentation of Cosmopolitan Radio Dramas as an attempt to frustrate the purpose and intent of the code of fair competition for the radio broadcasting industry and radio broadcasting stations will be advised accordingly.'

Other offenders cited to the industry were Radio Gods, Inc., and American Magazine, while Baldwin called for immediate statements about contracts with Nomas and United Remedies to check up on observance of rate schedules filed with CA.

Radio Guide case involves 'national' offer of free silverware, which stations were requested to plug over air gratis. Baldwin quoted public statement that 'if you can find time to present this announcement on the air over your station we shall be very grateful,' and said this plea was effort to obtain free time.

American Magazine program, auditioned by Baldwin, was listed on the ground the programs 'contain lines of delicate commercial value to American Magazine.' Baldwin warned networks and broadcasters to refuse to broadcast these programs on a sustaining basis.

In the Nomas and United Remedies check-up, Baldwin called for all stations to state whether they have either a written or an oral program to broadcast such programs and to supply certified copies of contracts where they exist.

DEMOCRATS TO HAVE A BOSTON STATION

Boston will by Feb. 1 have a fifth full time station in operation. Behind the newcomer transmitter will be Joseph M. Kirby, whose application for an unlimited time franchising on the 1130 kc. wave length comes up for hearing Dec. 8. Kirby has already been granted the right to operate on a daytime schedule and at 500 watts.

Understood that Kirby is affiliated with the Bay State Democratic organization which recently elected James C. Curley to the governorship.

Claims 97% Renewals

Walla Walla, Wash., Nov. 26.

Fact that business firms even in the smaller cities are becoming more and more radio minded is indicated in this burgh, where Station KJLJ announces a 97% renewal.

Radio Chatter

New York

Mormon Price and Richard Maxwell, tenors, and Gertrude Foster, contralto, are now broadcasting as the Peerless Trio on a sustaining over the NBC red loop. Henry E. Lloyd acts as their accompanist and arranger.

Eva LeGallienne to speak over WBSB, New York, on Nov. 30, at 12:45 o'clock. Michael Young to handle interview.

Judges picked for the Elfrida Whiteman scholarship sponsored by Paul Whiteman. Includes: Edwin Franko Goldman, George Gershwin, Deems Taylor and Robert A. Simon. Feb. 1 is the deadline for original modern compositions.

Leister Borden, captain of Fordham's football squad, over WMEC as guest tenor, with Dick Mansfield's orchestra from Pivense restaurant, last Saturday (24).

Betty Hawker takes name of 'Tex' Ann for broadcasting over WINS.

Enoch Light playing for the annual Rutgers game on Dec. 7. George Givort making some Paramount shorts.

James Clarence of WINS now singing with Harry Satter's orchestra at the Park Central.

Robbette Christine now singing at the Casino during the cocktail hour.

Baby Rose Marie to drop the kid moniker on Jan. 1.

Vincent Scott reviving his Gaucho hour over WIS.

Perry Taylor doubling between the Casino de Paris and 'Calling All Stars'.

Tummy Cline's orchestra now over WFAP, White Plains.

Paul Keast renewal with Silver Dusk on Dec. 1.

Molson and January and Three X Sisters making a Paramount short next month.

Paul Rubin out of Tavern-on-the-Green, Central Park, New York, and slated for either a radio date or on or into Drake Hotel, Chicago.

Beth Ledy, contralto, latest addition to the De Camps radio show at Hotel Roosevelt.

Mildred Monson new warbler with Ray Campbell's Swanee Singers over WABC.

Karina's sudden illness last week postponed premier of WNEW's Reighted Theatres program, and first program now slated for next week.

Low Rapp on a new sustaining program over WWRW.

Charlotte Buchwald handling all guest theatrical stars on WMOA now.

Tom Noonan getting new names for his cathedral of the underworld hour over ABC.

Patricia O'Neil revised his WINS program and will present condensed versions of operettas on Sundays now at 1:30.

Many CBS press workers attended meeting of Kate Smith in that Philly night club.

Rambling Cowboys now to WINS schedule.

WINS, New York, using life of Matt Hurl as theme for new adventure program. John Fleming doing the writing and directing, and is to be aired on Tuesdays at 4:30.

Charles John Sullivan, Irish tenor, newest addition to the Whiteman outfit.

Guy Bates Post, Gale Gordon and Cora Witherspoon on Mary Pickford program.

Grisha Goldhoff, 12-year-old violinist, with Ford Symphony as guest.

Dwight Butcher beginning a new series for WNEW.

WNEW presenting Fred Zimbalist, harmonica player and cousin of Elton Zimbalist.

'Community' programs now heard on the General Electric Company's Hour, Saturday evening from 7 to 7:30, are broadcast from Rice Hall in the Laboratory Building with an audience of home towners present. This is one of the few shots WGT has before in-person listeners.

Maryland

Freddie Huber guest of Rear Admiral Bellows of Naval Academy.

Unpublished show who spins a picture on the three-weekly 'Camera Man' period over WBAL is Sydney Wolfpoet.

Jimmy Allen Club's exploitation stunt at WBAL has garnered more than 15,000 new members in the six weeks since its inception.

New 15-min. musical program put on WFBR by a newly formed ice cream co. bore an announcement on opening broadcast that any listener sending in name and address would be made recipient of pint of cream free. Result: staff stayed overtime next three days to handle mail.

Freddie Huber still burg's sartorially smartest.

Both Liza Boya, Felice and Bob, now conducting classes on commercial spots over WBAL.

Parnell Gould collecting an election bet from Bob Madala.

Joe Kats, the ad agent, hunting

for automotive account in midday talking talent of Pat O'Mara, local scribbler and quondam cab driver.

WBAL now has three females holding down daily morning periods. Edna Lee, Mary Landis and Joyce Randall.

Joan Brown completing her 10th year as WRAL publicist.

George Roder and the misanthropic duo in Richmond, Va. Ruby Cowan and Ed Wolf down for couple days from N. Y.

British Columbia

Don Forbes of the CJOH, Vancouver, staff made a recent trip to Los Angeles. While there he visited Al Pearce.

Juvenile program on CFCT has grown so that it has become necessary to hold the broadcasts in the Chamber of Commerce Auditorium.

Don Forbes, winner of the Chase A trophy this year at the Vancouver Exhibition will make four half hour broadcasts over station CKWX.

Don Forbes will direct the Ork. Station CJCA will step up from 500 watts to 1000 in the next few days.

Anita Carolyn House back from England and goes on the air over CKWX.

Davie Spencer's program is now heard on CJOH. Some new features have been added but most of the former staff are still in place.

Vancouver Province News broadcast is again going over both CKED and CKBC.

Fred Hall is giving a weekly talk over CKWX on Great Britain.

Casey Wells, manager of CHWV, has a favorite pastime. His idea of a big time is to feed the announcers and give them a sound beating at chess.

Pacific Northwest

Johnny Walker, KOIN production manager, is returning to the air on a regular spot for the first time in over a year.

Staff of the new Salem station KSLM. M. Kenworthy, manager; B. E. Slaughter, sales manager; Charles Korlick, chief engineer and Bill Rendell, announcer.

'Carnival Hour,' daily variety show, KOIN, Seattle, Seattle studio for its fifth year following a four week's run (and broadcast) from the Paramount theatre stage.

Scenes of the Standard Furniture Co. home decorating program on KOL, Seattle, with Harriet Lincks, moved from the station studio to an especially built broadcasting room in the store from which the program is handled remote.

Alice Murray now on the KOL, Seattle, continuity staff.

Hee Cheungy due to return to the KOL continuity department after a four month's leave of absence during which time he spent writing the script for KOL's 'Pioneers' program.

Mr. M. Feltz, formerly of KIDO, Boise, Idaho, joined the KOIN-KJR, Seattle, commercial staff.

Mabel Goodwin Cleland, writer of pioneer plays for KJR's 'Morning Miracles' program, leaving Seattle for Los Angeles.

Memorial services held on KJR for Dr. Frank R. Loope, famous Seattle shut-in.

Johanne Walker, production manager of KOIN, has taken over the helm of the 'Scrapbook' daily feature. Ron Myron, who has been conducting the program, resigned from the KOIN staff.

Carroll Hansen, production director and sports announcer for KXL is a crooner, but doesn't tell his friends.

Luzella Bort, opera star, was interviewed over KGW last week. Her pet pooch nearly ruined an announcer.

Dan Cushman, well known newspaper man of Montana, has been added to the staff of station KOBE, Great Falls.

Al Balch, KOMO-KJR, Seattle, publicity director, speaking before the Kiwanis Club of Auburn and vicinity.

Lorardo Taft, sculptor; Norman Thomas, Socialist leader, and Dr. Daniel A. Polling, national Christian Endeavor head, being interviewed on the KJR newsbroadcast program while in Seattle on their respective visits.

KOMO's 'Royal Foursome' instrumental group, becoming a 'Royal Seven' with the addition of the Rider-Harkins-Marcus vocal trio.

Seattle Ad Club hearing Al Balch, Harold Strong, Joe Pine, Alice Corbett, Fred Lynch, Alex Campbell, and Mary of Her Friendly Garden. KOMO-KJR entertainers at a luncheon meeting.

KOMO-KJR putting in additional and new talent on their continuity staff and furnishing all the studio rooms.

Charley Meyers, chief engineer of KOIN, presented his infant engineer, Louis Meyer, with a new car.

Station KJL, Walla Walla, has applied to Washington for unlimited time, now only on days.

New England

Dr. John Shaw Young, stenographer of WNEZ, Boston, returning for visit to Hub for three Friday night broadcasts of Armour hour, starting last week (18).

George A. Harder, public relations boss at WWSL, directed house of Massachusetts Camp, Society of 5th Division, war organization in Hub.

Dot O'Brien, WICC piano accompanist, featured at Belmont, Bridgeport, last week.

Announcer Jimmy Milne pinched for Joe Lopez, Mitchell's Dairy 'Memory Song Man,' when script demanded WICC commercial.

Directors of New Haven's Field WICC casting group: Henry Dumas, augmented concert orchestra; Capt. Ernesto Panno, concert band; Henry Kilpatrick, string ensemble, and Sam Greenberg, dance orchestra.

New Haveners lately added to WICC roster include: Will Ashley, dramatic baritone, and Charles White's Bluebirds.

Worcester, Mass., WICC's Friday matinee, plating individual vehicles.

Miriam Miller, currently WNAC-Yankee websteress from Casco Bay, Boston, is WICC's Miller, or while WICC master from Bridgeport and formerly songstress with Barney Rapp.

Rev. H. O. Hough will conduct installation of first radio parish church in America over WHEB, starting Dec. 1, 10:15 to 11:00 a.m. Special program guests will include Maine's Governor, Louis J. Brannan, Portland's City Manager, James E. Barlow; Judge Max Plimsky, Maine state senator; Dean Myers of S. V. School of Religion Education; Charles Koster, U.S. representative for Federal Radio Commission; Harold F. Wheeler, executive editor of Boston Herald.

Newly announcing voice at WHEB is Francis A. Gaffey, ex-band salesman.

Jordan Marsh special 'Toyland' Xmas series opened last week (10) over WHEB, Portland, and Thursday, 10:15 to 11:00 a.m. 'Puppets' and 'Santas' among his characters represented. Program to last through shopping season supplants 'Toyland' network program, same period, same story.

Madam Bharat d'Almeida, Victor Herbert protégé, training radio talent for Boston stations.

Reverend W. A. of I. J. Fox Sunday night program, is an ex-banker, stock broker, linen merchant, truck driver, taxman, sailor and globe-trotter. Dad is Felix Wittenstein, Austrian violinist.

Jacques Renard on both CBS and NBC for three weeks, starting Friday (23). Working with Phil Baker on NBC which stars in town with Low Brown show and services on with regular Coconut Grove broadcast over CBS.

Patry Leger, specialty composed by sponsor of program, featured by Jacobson's Grand Orchestra during 'Night Night' program over WNAC and Yankee network, Saturday (24). 'Spanish Maiden' tune's title.

New announcers at WNAC, Boston, are Bill McGrath, formerly with WFLA, Syracuse, and Westworth Carr from WBR, Atlantic.

Paul Ryan, Yankee web announcer, has completed low course. WLLR, Lowell, Mass., granted full time.

Friday (24) took Lina Travels, station manager for WNAC and WAAB, to Choate school, where he gave the Harvard football team a light talk on radio, plus a bag of entertainment as relaxation dose for the Crimson outfit before an training for New Haven.

John Tracy, who at WNAC going to KTW, Philly, renewing acquaintance there with Fred Lang, for memory of WNAC.

Andrew Harkins, chief pickup engineer of Yankee Network, recently hitched to Peg Lloyd for three weeks.

Texas

San Antonio radio talent pitched in for a benefit at many auditorium for Christmas baskets for the poor.

John Tracy, who at WNAC going to KTW, Philly, renewing acquaintance there with Fred Lang, for memory of WNAC.

Andrew Harkins, chief pickup engineer of Yankee Network, recently hitched to Peg Lloyd for three weeks.

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New York Radio Parade

By Nellie Revell

New proof of selling abilities of radio personalities is even in report that Hingling Circus, one of the most conservative bathhouse to the sense that it would never tie-in with any other organization, is discovering for services of Bobby Hanson CBS commercial show appealing to kiddies. Circus allowed use of Hanson at two performances last year in N.Y. Well return. Then order came to town and tied-in with same radio set. Radio liked his results so much it took Bobby Hanson to Boston for the Armistice Day matinee resulting in sale of 11,000 admittance. Now circus wants to use same act for seven performances during NY stand next season. This time they'll have to pay the radio troupe, since it will be work, not tie-in.

Gang and Glenn's Charity

With Glitts going off air on Dec. 1, Gange and Glenn plan to do their usual assisting of Christmas Funds in Cleveland, Akron, Canton and Youngstown. Boys have been donating their talent to these cities for some years. After charity work and providing no last minute changes interfere the boys expect to head for WGT in Schenectady.

Taxation and Representation

Goodrich Tire audition of Dr. Rockwell and Ted Levin, etc., was piped to Akron, O., where B company axons were listening and belittled in secret. Ballots were marked 'excellent—good—fair—poor.' Tally registered 18 excellent and four good. New soundings are being played at Goodrich Dealer conventions for dealers reaction to show since dealer will share cost of program.

Have a Cigar

More out-of-town CBS stars visiting home offices: S. C. Vinsonhiser, station mgr of KLD in Little Rock, Ark.; H. E. Samuel, sales mgr of WMAZ in Springfield; John Shepard, prop of WNAC in Boston; W. P. Williamson of WKBN in Youngstown; Art Church of KABC in Kansas City, and E. S. Rogers and Station Mgr Harry Sedgewick of CPBD in Toronto.

Short Shots

NBC has an exclusive on broadcasting rights to coming Rome Bowl football game in Hollywood. CBS is out in the cold...CBS will introduce another daytime show to its network audience. 'The Laugh Clinic' will hail from KMOX on Dec. 4 from 10:30 to 11 a.m. Cutz goes off the air on Sat. of Dec. 1. WMAZ retrenching and cutting down on sustaining acts...CBS readying another New Year's Eve Around the World Dancing Party. Gag is to pick up famous dance act in each country. This one will start in Buenos Aires...Dorothy Daley now ex-NBC hostess. Arlene Foushouser and Adela Fort are new NBC hostesses...Marion Chase, new WOR singer had her action fashioned into a contract to clip Leslie Howard when he arrives from London and of week...ABC on the alert for stunt broadcasts sent Bill Mella chasing to haunted house mentioned in yarn in NY Times last week in attempt to get okay to put on mystery show from house. Owner of house must be ghost since Bill couldn't contact which liked stunt and did some ghost writer out of a job...Glady's Swarthout set for Par Pix. Goes West in June at end of Met Opera season.

Scrambled Notes

General Motors' guest star last week, titled Madam Armi Gali Compt, recognized as none other than Lynn De Haan who NED's some time back...Michael Trosiork has debutante manager in person of Rosalind Krum, of five and dime dough...Henry King ork set to stay at Waldorf with NBC wire until Feb. 15...Eve La Gallienne will guest star on WINS on Friday...Everette Love is now to NBC press...Harriet Lee still shed in Hartford hospital...Jack Roche back on duty at CBS press. Has been tiffing with appendix...Jack Denny and Hal Kemp orks start new series on WOR chain this week...Three dramatic programs are hoping to clip Leslie Howard when he arrives from London and of week...ABC on the alert for stunt broadcasts sent Bill Mella chasing to haunted house mentioned in yarn in NY Times last week in attempt to get okay to put on mystery show from house. Owner of house must be ghost since Bill couldn't contact which liked stunt and did some ghost writer out of a job...Glady's Swarthout set for Par Pix. Goes West in June at end of Met Opera season.

Stand By

With George Gershwin's contract almost up Peennant is looking for new show. Recently auditioned Bar-X Ranch, Little Jack Little ork, Arnold Johnson ork with Amateur Hour, and a script show...Abe Spector has shifted into ex-Johnson's office in NBC press...Three X Sisters return to sustaining as NBC on Dec. 1...Helen Ward, who will vocalise on 'Let's Dance', is frat of Ted Herbert of WOR since dept...Tom Dorsey of Dorsey Bros' ork hit with Al. Brother Jimmy handling lation with a new trombonist until Tom returns...Milt Spielman ork spends plenty time building up name for itself at Nut club. Now changes title to Milton Mann ork...With congress convening and statesmen wanting to be heard on the air, all networks are having busy time...ABC with microphones in El Morocco, Park Lane, Malson Voyant and Restaurant La Rue, all of which barred 'miller' until Society Announcer stunt elicited, has Park avenue alive to radio possibilities...Ed Ichung will open new offices next week...CBS braintrusts trying to find angles for Eddie Cantor build-up.

Onair

John H. Kennedy draws two new sustaining spots on Sunday and Thursday which puts him on the air seven days a week...Bob Grant and his CBS ork leave for Florida and their Miami Bath and Tennis Club engagement Jan. 1...Alexander MacDonald, former member of WGY Players has joined the sales staff of WGY...New NBC sustaining starting next week is 'Rooster Gossie' by and with Clarence Straight supported by Agnes Moorhead. Each does four speaking parts. Show produced by Black, Barr & Castle...The new Mrs. Berg script, 'House of Glass' presents her as a hard domineering old woman which is a new character for her. Show will not be sustaining as offered only to sponsors...Joan Pichens in action again after fall had her abed for while...Pat Barnes will angel the printing of his book titled 'Might Have Been Verse' for private distribution and not public sale...George McClelland's widow removed his remains from a Blynn cemetery to a Long Island cemetery last week. The new burial ground is near an airport with planes flying overhead. This will comply with wish of late husband...Mildred Munson, on air but six months and has three shows. On NBC with Spanton, CBS with Roy Campbell for Kate Smith and WNEW with Max Fischer ork...Mrs. Schumann-Heink goes on new network commercial...Chas. F. Cannon, radio exco of Erwin-Wasey, has eye trouble and will head for Johns Hopkins for treatment.

Postscript

Guy Robertson of Great Walla cast auditioned at NBC...Basil Rathbone, legit name, auditioned classical readings with music at NBC...Larry Taylor of WOR was once Alfred Caesar. In those days he worked as coal heaver at IRT powerhouse on 72nd street. Did stunt on WBN Amateur Hour and was offered sustaining on air at 10:15 p.m. Had to refuse since was always asleep at that hour seeing as how he had to report to work at 6 a.m. Gibson Family rehearsed from 9 a.m. to 9 p.m. matter of 10 consecutive hours with no let-up. Show then went on air at 9:30...James Harlin of Brwin Wasey Agency press dept. also does production on Edwin C. Hill show.

(Continued on page 35)

CBS' 50% STOCK DIVIDEND

ABS Equipment Ripped Out at Army Game; Two Men Arrested

American Broadcasting System will hereafter equip its staff with special police protection at public events pickups to avert any repetition of the circumstances which prevented the network from airing the Army-Notre Dame game at the Yankee stadium Saturday (24). Burns detectives, retained by George Storer, ABS pres, are investigating the background and connections of the two men arrested for allegedly damaging the web's equipment at the stadium a few minutes before the broadcast was due to go on.

What injected an element of suspicion into the incident, said Storer, was the fact that the ABS staff at the stadium had been tipped off five minutes before that something was going to happen. Source of the advance info, he said, was an employee of a competitive network. Police Commissioner Louis J. Valentine personally entered the case Saturday night (24) after his attention had been called to the arrests by Glendenshaw J. Ryan, secretary to Mayor La Guardia and a member of the ABS board of directors.

According to the ABS version, the two men entered the mezzanine box occupied by network equipment and announcers Tony Wakeman and John Fraser and Engineer George Capstaff, and demanded that they get out. When the network's employees insisted that the box had been assigned to them by officers of the academy, the duo pushed the broadcasters aside, shifted the mikes and other equipment out into the aisle and tore out the telephone wires.

Pair when placed under arrest gave their names as George Armour, 34, 1240 President street, Brooklyn, and Andrew Sokol, 35, of 354 Sound View avenue, White Plains, N. Y. Armour told the police that he had been invited to the game by a friend who had bought tickets for the box from the Army Athletic Association. Armour and Sokol were released Sunday in \$750 bail each, and the hearing of their cases set for this Friday (30).

Network has under contemplation the idea of dramatizing the Yankee stadium incident during its regular dramatized news broadcast this Thursday night (29).

Willard Avoids Big Burgs for Smaller Towns

Willard tablet is expanding its spot campaign through the south and midwest. In general, the trend of this Willard business is away from the big metropolitan stations which are falling down on the Willard job, and to the smaller stations covering the towns of 50,000 or so.

Going into towns such as Waterloo, Jacksonville, St. Petersburg and other smaller towns in Iowa, Florida, Georgia, Louisiana and Mississippi.

Campbell Outs O'Neal, But Owes 9 Wks. More

In the initial talent reshuffle of the Campbell Soup show on CBS William O'Neal is out. Tenor's contract, however, has the account bound to pay him for nine weeks more.

O'Neal who was booked through the CBS Artists Bureau may work out a settlement of the Campbell obligation and relieve himself of the Columbia management obligation.

Hobo's Fan Mail

Cleveland, Nov. 26. Jeff Davis, king of hoboes, stepped into town and also into job of doing two talks for WJHK per week on Mondays and Wednesdays at 4 p.m. Last time he aired ever CBS during hobo convention he received 22,000 letters asking about run-aways.

MULLEN RCA'S NEW PUB. CHIEF

Chicago, Nov. 26. Frank Mullen, who opened the Chicago office of NBC and has been in charge of Farm and Home hour since 1928, leaves here shortly for a post with RCA in New York.

Mullen built huge following for NBC among agricultural population.

Mullen is being brought into New York to replace Glenn Tucker, who left RCA three weeks ago. Tucker's title was director of public relations.

Olsen-Shotta \$8,500 for 2 Nash Shows from Chi. Chicago, Nov. 26. George Olsen band and Ethel Shotta grab their first radio job out of Chicago since hitting the College Inn when they go on the CBS Nash show for two appearances on Christmas and New Year's days.

Understood that the salary will be \$8,500 for the two shots. Pair are being submitted for a regular other account at \$4,000 for a once-weekly show out of Chicago.

Barn Dance Out-of-Town Dates on Alternate Weeks. Charlotte, N. C., Nov. 26. Following the initial success with which the Crystal program over WBT 'toured', the crystal concern mapped an itinerant teaching several Carolina towns.

Saturday night barn dance is originated in a hall at some city within reasonable telephone toll rate from Charlotte and the program broadcast as usual over WBT, with the use of remote control.

Plan calls for every other Saturday night in the WBT studios. Places already played include Gastonia, Concord, Kannapolis and Spencer. The barn dance is built around Dick Hartman and his Crazy T'neases and Ramblers.

Shepard May Join Mutual Group Would Use WAAB, Boston, as New England Ally of WGN-WOR-WXYZ-WLW

John Shepard, 3rd, may align himself with the Mutual Network. Head of the Yankee Ink was in New York last week conferring on the proposition of making WAAB, Boston, part of the regional spread that now includes WOR, Newark, WGN, Chicago, WLW, Cincinnati, and WXYZ, Detroit.

Although CBS has taken the position that its contract with Shepard prevents him from allying any of his present stations with any network other than Columbia, the opinion prevailing in the broadcast trade is that Shepard will be found to be in power in the Mutual alliance.

MAY BE LISTED ON EXCHANGE

Network Stock Now Sells Over-the-Counter at Around \$32-\$33 a Share

TAX PROBLEM

Impression prevailing in Wall Street is that several hundred thousand additional shares of Columbia Broadcasting stock will be made available to the public following the slated approval today (Tuesday) of a 50% stock dividend by the network's board of directors. Understanding is that the major stockholders of the company has agreed to pool 25% of its augmented shares for investor distribution through the banking house of Brown Bros. Harriman & Co. It is also expected that the web's stock will be eventually listed on either the Curb or the New York Stock Exchange.

It is the second time within the current year that the splitting up idea has been considered by the CBS directors. When the proposition came up last spring the board decided that the time was not ripe for the floating of a stock issue, because of economic conditions and the uncertainty generated by the new securities legislation.

Increase of the web's shares by 50% will primarily serve to decrease the profit and loss surplus carried by the company, which as of Dec. 31, 1933, amounted to \$4,155,844. Also involved in the maneuver is the matter of cutting down the hefty share that the Government is entitled to from this kitty in taxes.

Old stock setup had an outstanding 35,000 shares of A stock and 35,000 shares of B stock, with the latter holding the major voting rights, and brought the holder \$2 a year. For the past two quarters the dividend has amounted to \$2.50 a quarter. Earnings for the first six months of 1934 was \$27.7 a share.

Stock the past week was selling over the counter, where it has been available for two and a half years, at \$32-\$33 a share.

Actual issuance of the stock split-up will not take place until it has received the okay of the Secretary of State in Albany. Application for authorization of this move was filed last Monday (19).

WCBM Feeds ABS

Baltimore, Nov. 26. WCBM, local cog of the American Broadcasting System, is airing three-weekly program (Sleepy Hall's orchestra) over entire chain, and starting next week will pipe out four more programs to chain.

Stonewall Trio, Jerome Washington, Rubby Johnson orchestra and Jack and Steve will get bookings.

WDAF Building Up 7-Times-Weekly Sponsors by Special Discount Offer

Salt Lake Easing Up

Kanana City, Nov. 26. Looks as the long-time newspaperman on radio publicity in Salt Lake City is beginning to break down, with the appearance of a Tribune radio section.

While this section, the first of three to appear before Christmas, promoted entirely for the radio act space it sold to wholesalers and jobbers. It carried current program publicity.

Local stations believe this to be the beginning of a general policy permitting the daily publishing of program listings which have been blue penciled for over three years.

SPITALNY SET ON 1/2-HR. SHOW

Corn Products has signed Phil Spitalny and his femme orchestra as the nucleus of an all-femme air show which goes on early in January either on the KBC or CBS networks from coast-to-coast.

Time clearance alone is holding up the exact date. CBS has 6 p.m. available on Sundays and NBC offers 8:30 p.m. Monday nights. Former is favored. It's a 30-minute show.

A name femme applier, probably a Hollywood moll, will be engaged to m.c. the entire proceedings.

Heliwig agency is handling the entire show as it did when Corn Products was previously on the air. The C.P.'s several brands will be inclusively exploited on an institutional basis.

WILLIS DESIGNATED PALEY'S ASSISTANT

Frederic A. Willis, who has been in charge of all educational, religious, charity and civic welfare hours for CBS, has been upped to first assistant to William S. Paley, president. In his new work, Willis will handle public contact chores for the chief.

He will continue to supervise all of his other duties too, including certain portions of the network's international broadcasts.

KQW, San Jose, now 1,000-watt transmitter will be installed and ready for testing operations within two weeks of the dedication ceremonies New Year's Eve.

Midwest stations are watching carefully the attempt of WDAF, Kansas City, to build up steady seven-times-weekly sponsors, especially users of 15-minute and five-minute periods. Stations have been annoyed for years at sponsors who took four or five periods a week, leaving the station with two or three periods which are difficult to sell.

WDAF is now offering sponsors a special discount on top of all other discounts if they take straight seven-times-a-week schedule. Station will give seven-times sponsors a 10% discount off the 15-weeks rate, which is itself the maximum discount offered by the station. For sponsors taking seven-times weekly shows for 13 weeks receive a 16% discount off the 15-weeks rate; for 36 weeks the discount is 15% off the 15-weeks rate while sponsors taking seven shows weekly for 82 weeks get a discount of 30%.

Several Chicago stations are considering a rule whereby they will sell 15 minutes across the board for a minimum of six times weekly, permitting the sponsor to eliminate the Sunday show. Studios dislike the chopped-up schedule of script sponsors on for two, three, or four times a week.

AMATEUR NIGHT A BOSTON WOW

Boston, Nov. 26. Scott Furriers, Inc., smart Hub felt peddler, put on an old-fashioned amateur night over WJAC and WJAN Sunday night (19) that drew in 3,200 would-be's from as far away as Providence and New Hampshire. Linus Travers, station manager, as m.c.

One clown appeared in flaming red fireman's outfit, creating a furor. Absolutely no fingers in the program, and there was just enough, of its kind, to carry on the show 44 hours. As it was, Travers and Scott Furrier reps huddled and agreed to extend the period from half-hour to full 80 minutes.

Studio was swamped with stampeding performers and small-town favorites hours before 10 p.m., time for show opening. As result, next Sunday will find the amateur night show at the Plymouth theatre. First time any theatre has been taken over in Hub for regular other program. Duration of contract not announced. Looks like an indefinite thing.

VARIETY'S 29th ANNIVERSARY

VARIETY'S 29th Anniversary Number will be published around the Christmas holidays

It will constitute a Year Book of broadcasting.

Permanent usefulness of this special edition makes it particularly attractive for announcements.

Regular advertising rates prevail.

Copy may be mailed direct to

VARIETY
154 West 46th Street
New York City

Brooklyn Eagle Still Woof-Woofing At Heels of WARD, WLTH and WFWV

Latest development in the Brooklyn Eagle's contest to acquire the wave length now shared by WARD, WLTH and WFWV, is the hiring by the Eagle of a former employee of the Broadcasters of Brooklyn, Inc., which takes in the three stations, in a preliminary jockeying prior to the Washington (Dec. 3) hearing. C. D. Isaacson, former publicity chief and program director of the station threesome, is the gent. Eagle has sought a radio outlet for some time and it is understood on the inside that the Eagle can become a CBS affiliate if able to adjust the jam in the across-the-river borough. Newspaper is anxious to reorganize the Brooklyn radio situation according to its own ideas.

Other main member in the Brooklyn tag-of-war is WBBB, headed by P. J. Testan, which plans to ask for a 60 percent time increase. Brooklyn Times-Union is on the side of this station having used its facilities on numerous occasions for its political programs.

Several Brooklyn organizations have endorsed WBBB, including the Red Cross, Salvation Army, Committee on American Education, Brooklyn Safety Council, Federation of Missions, which takes in 300 churches, Protestants Welfare Agency, Israel Olympic Society, T. W. C. A. and Knight of Pythias.

Battle has been going on under the surface for some time with no one party making any particular headway. Coming hearing may also be postponed which will put the issue say-so off again for a few months. No successor has been named to fill Isaacson's former job.

Smiling battle of counter charges and factual evidence is expected next Monday (3) when the Federal Communications opens its hearing on the application of the Brooklyn Daily Eagle for the exclusive metropolitan rights to the wavelength 1,400 k.c. Political ramifications of the case have been intensified by the election of Congressman Emanuel Celler (Republican) as chairman of the board of the Broadcasters of Brooklyn, Inc., the operating company for WLTH, WARD and WFWV. The Brooklyn Eagle's editorial policy and alliances are purportedly Democratic.

Following the Eagle's request for the exclusive right to the Brooklyn end of the 1,400 k.c. channel over a year ago, the Federal Radio Commission assigned its examiner for the eastern zone to study the situation. The examiner's report favored the Eagle's application. The Brooklyn stations involved have since then been gathering evidence with which to controvert the examiner's findings. Formation of the Broadcasters of Brooklyn, Inc., with the board composed of five prominent Brooklynites, was effected three months ago as one of the current franchise holders' counter moves.

WMEX, BOSTON, GETS ABS AFTER 6 P.M.

Boston, Nov. 26.

WMEX, Boston's new station addition to ABS and will pick up the chain programs after 6 p.m., at which time the daytime outlet sign off.

WMEX is owned and managed by William and Alfred Pote, who also operate WIXAL. Studios are in the Hotel Manger.

Greig-Blair Gets WCAO

Greig, Blair & Co. has taken over representation of WCAO, Baltimore, and WBBB, Rochester. WCAO affiliation will not become effective until Dec. 26, at which time the station rep's contract with WBAI, Baltimore, expires.

WBAL becomes part of W. R. Hearst's broadcast holdings this week.

WTAM Lightens Music

Cleveland, Nov. 26.

Shake-up in WTAM's staff orchestra is being made to shift from semi-classical to pop tune policy. Three to five men getting notices. Grant Wilson to be added as pianist.

Radio Alibi Flops

Cleveland, Nov. 26.

Stick-up guy tried to build up first radio alibi when pinched. Claimed he was listening to Van der Pyl's sports chatter at 6:50 at time of crime.

Dicks punctured alibi when they discovered Lowell Thomas was on air during that period.

WGAR Woos Cleveland's 300,000 Poles, Czechs, Germans and Italians

Cleveland, Nov. 26.

Foreign radio listeners generally ignored heretofore in Cleveland, which has 300,000 aliens in its population, are finally being given important attention by WGAR through its weekly programs catering exclusively to European musical tastes. First half-hour show on Monday noon uses German band and vocalists. Second, Polish tunes; third, Czech-Slovakian; fourth, Hungarian, topped off with Italian program. John F. Pitt promoting idea, with Eugene Carr and Frank Mates as arrangers of series.

Each program to have foreign announcer, and 17 sponsors are already lined up.

WBBM Gets 'Sunshine Hour'; Hawkes at Mike

Chicago, Nov. 26.

WBBM, the local Columbia station, is taking over the KTW 'Sunshine Hour' on Sundays, when KTW moves to Philadelphia next month. Program is a 30-minute period of photograph records in the morning. Program will be split into periods for the various WBBM sponsors in the morning.

Bob Hawkes, who at present has a photograph record show on WCFL, will double to the WBBM mike for the Sunshine show.

Butte, Billings Squawk, Get 'One Man's Family'

San Francisco, Nov. 26.

Kentucky Winner Cigarettes, sponsors of the new NBC transcontinental 'One Man's Family', presented a Thanksgiving dinner to the east at the Palace Hotel (21).

Butte and Billings, Montana, were not included in the original book-up but due to a flood of requests, KGHL, Butte, and KGIL, Billings, have been tacked to the web. It is claimed that 14,000 signatures have been received.

'Jimmy Allen' Show Plugging Gas, Flour for 3 Different Sponsors

Chicago, Nov. 26.

That the show's 'the thing' is being proven by Jimmy Allen, Air Pilot, which is now doing a sales job for at least three different sponsors all over the country.

Show started on WDAF in Kansas City for Shelly Oil and is being plastered for Shelly throughout the midwest territory. But Shelly has only midwest distribution, so the Russell C. Comer agency, also of Kansas City, has sold the show to Richfield Oil for radio use on the coast and in the east. And up in the north central states the show is on the air to sell Minneapolis Flour.

Negotiations are now underway to sell the show to another sponsor which has distribution only for the south and southwest. 'Allen' is a script show hitting the ether three times weekly at the early evening hours. Is a kid show and is tied up with a free toy airplane giveaway by which the kids make their fathers go to the oil stations, or their mothers buy flour so they can get the model flyers.

Agencies-Sponsors

Rustland Management Corporation over WNEW, New York, using 15-minute period weekly on Sunday afternoons. Program outlined is Old Songs of the Church presenting the best known hymns.

Old Gold is prepared to return to the air but wants something sensational in the way of a program.

Rimco will go network as soon as the Rutherford & Ryan agency dishes up an acceptable show.

Ruth Etting is talking to Benton & Bowles for the Colgate House Party on NBC Monday nights.

B. A. Rolfe's early a.m. hour on NBC may soon take a Chevrolet tag.

Mills Bros. may replace the Boswell Sisters on the Woodbury show (CBS), with the latter moving cast from Hollywood for spotting on another commercial.

Lowie Pearl Shulton company is starting a campaign on some 40 stations through the Beecher agency, St. Louis. Tie-in with a needle and thread give-away.

Schulze Bakery starting announcements on several midwest and southwest stations such as KMBB, WQOW, KBO. Through the Pottery agency in Kansas City.

Montgomery Ward plugging its catalog for a give-away-through dramatized announcements.

Larson's Baby Food company of Chicago is new to radio. Is going into the southern territory shortly for a 15-week test of a three-times-weekly musical show. Larson's Baby Food has been on the network this season with Mrs. Shumann-Heintz.

Wax Works

N. Y. State Health Department employs wax models weekly. 'Health Hunter' sketch over WGY, Schenectady, now make periodical trips to New York to wax the skits. Platters are distributed to more than a dozen upstate stations.

J. W. Marrow Co., hair-oil mixer, has had 53 quarter-hour programs recorded by RCA Victor's Hollywood studios. It's a serial with music.

Rival Dog Food is doing 15 more quarter-hour recordings on the same list of 15 midwest stations.

WJW May Rise Earlier

Akron, O., Nov. 26.

At the present time WJW begins from 9:30 in the morning till 10:30 at night but Art Graham, program director, is eyeing prospects for an early morning hour to start at 8:30.

Graham figures more listeners from the breakfast table than late at night competing with a heavy dance schedule from the networks.

GREASE SKIDS EARLY

Three-Week-Old Station Has First Staff Shake-up

Waterbury, Conn., Nov. 24.

Launched only three weeks ago, WIXRS, William J. Pope's ABS-affiliated all-nighter, has already undergone a staff shake-up.

Allen L. Martin is out as studio director, replaced by David H. Halperin, who moved in from WATR, Waterbury's 100-watt daytime independent.

WIXRS also has new publicity man—E. Christy Erb, former managing editor of the Waterbury Democrat, who now lectures radio Democrats, who now lectures radio Democrats, who now lectures radio Democrats.

Working at first on an 8:30 a.m. to 11:30 p.m. schedule, WIXRS is now on a noon-to-midnight weekday basis, ABS morning programs being taken only on Sundays.

Inside Stuff—Radio

Proof that the Philadelphia ether audience is hungry for visual shows is the WPEN nightly two-hour 'E. & A. in Fun' show, which is presented in the Radio Centre (housing WILX, WPEN and WDAF) auditorium and packs them to capacity nightly. And as though S.R.O., wasn't enough, the show has a three-day advance for ticket reservations.

The program, conceived and m.c'd by Frank Shannon, the Mystery Announcer, was removed from the air a month ago when WPEN underwent internal changes. Squawk by the audience was too tough, and the revenue went back on. Show itself is nothing but a hodge-podge of almost anything that's near the microphone. Reviewed in Vauvart recently, the program gave little credit for talent, continuity or general quality. Vauvart got plenty of mail from angry fans. Show appears to the public here and a crowded house each night is the result.

Arrangement with the All in Fun group is said to be the best financial one in the history of Philly radio. Cast receives a guarantee of \$350 weekly, with a straight 30 percent of the gross. Ticket admissions are 25 cents and the auditorium seats 450. The program runs from 9 to 11 p.m., and the troupe is probably the only program in town being fed anything but hard-shelled peanuts.

Cherio (Charles K. Field) appears to be sensitive about criticism of his program which is fed to 30-odd stations by WEAH and WBC six mornings a week. On occasions, he makes an open defense of the broadcast to his etheral audience, mentioning some of the more commonly voiced objections to, or characterizations of, the program and giving his answers thereto. Recently, for instance, he took time out to reply to those who hold that the broadcast is 'only for the ill and aged' and to another group who cannot fathom 'what it's all about.'

Usually mild-mannered Field indignantly repudiated the idea that shut-ins and old persons comprise the bulk of listeners, declaring that individuals of every age and condition are numbered among the regular dialers. He then went on to explain that the basic aim of the program is the spreading of friendliness and good cheer, and said that it is not difficult to grasp the motive and plan of the broadcast if one will listen in a few times.

G. W. (Johnny) Johnstone's advent as WOR's press relations counselor is hoped to ease the strained relations between the N. Y. Daily News and the Damberg station. The tabloid was plenty irked at WOR's manifold program changes and, with a pride in the accuracy of its program listings, found it couldn't keep pace with the as many as 30-40 changes in the course of a week, necessitated by WOR's switching of sustaining, et al. The News, for a time, omitted the WOR programs altogether but was later influenced to reinstate them upon condition they should be first prepared with some degree of accuracy.

While these writhes are more the fault of the program department of WOR, and not within control of the press relations bureau of this or any other station, the News figures Johnstone will try to see to it that it's kept within reasonable bounds.

When Kate Smith made her nitery debut last Monday (17) at the Arcadia International, Philadelphia, some N. Y. column scribblers were goasted. Among the group was Nick Kenny, radio editor of the Daily Mirror, who landed in a jam as a result.

Returning to N. Y. the following day, Kenny's column published rave notices of Smith's opening and handed plenty of plums to the nitery itself. Column was pulled from the Mirror after the first edition, and Kenny shared a rebuke for writing outside of the New York radio sphere.

Television, when, if and how, is agitating those who urge government attention to the question on the grounds that the launching of a new industry at this time would be beneficial to recovery purposes. Government has refused to express itself but meanwhile the charges that television is purposely suppressed is made.

Patent complications and domination of television in much the way radio was dominated on the patent and could be avoided in one opinion if the government bought up patents and issued licenses. This proposal has no known congressional support at present.

Just before Sam Moore, J. Walter Thompson program producer, started back for the Coast this past week-end he got a wire from Cal Kuhl, another one of the agency's Los Angeles radio men, advising him that his (Moore's) home had been robbed. Moore had come east to direct the Macy Pickford programs for Royal Gelatine.

Telegram also contained a query. It wanted to know whether Moore had hidden his silver. The query left Moore more worried than ever. He couldn't remember whether he had, and if he had where he put it.

Gertrude Berg may change 'Time of the Goldbergs' into 'Affairs of Mollie' in an effort to retain the character of the script show and yet separate it from the close association with Poppendict which is required to be an objection for new sponsors. 'Goldbergs' a year ago was one of the first 15 programs in popularity.

R. L. Moore, father of Grace Moore, opera and film star, is head of a syndicate of Tennessee business men seeking a 100-watt license for Knoxville. Senior Moore has a department store. G. R. Fraxtor of WROL, Knoxville, is reported affiliated with project.

WGTV, Schenectady, thinks WTIC, Hartford, is topped by the Westinghouse station's feat of being on the NBC blue, NBC red, and broadcasting a local commercial all at the same time. WTIC recently fed both NBC webs simultaneously.

Nebraska Trio Take Short Wave Transradio News

Omaha, Nov. 24.

Union Holding Company, operating stations KOIL, KFAR, and KFOR, begins broadcasting of Trans-Radio News bulletins daily. Material will be picked up by short wave at the Omaha studios of KOIL and KFAR, and will be used four times per day on each of the company's three outlets.

Rates made reasonable by buying for three stations. Will originate in the Omaha studios, as programs are often sent over all three stations from here.

WBBF Gets Okay

Rock Island, Ill., Nov. 24.

WBBF has been granted a construction permit by the Federal Communications Commission coincident with a permit to increase wattage to 350. Station now operating on 100 watts.

Champ Beant Now Runs Radio Show for KROW

Oakland, Cal., Nov. 24.

Pay Lanchester, Miss America of 1923, is on Tea Time Tulpas from KROW. She handles the whole show, presenting local color and giving beauty advice. Local organizations are accommodated on this spot.

To date, 311 local orgs. have applied for free publicity.

KROW's Frisco Studio

Oakland, Cal., Nov. 26.

H. F. Drey, manager of KROW, will open a San Francisco studio. He is now seeking location. Standing of several new accounts warrants the expansion.

L'Altoia, an Italian radio, recently signed for a three-hour a week program of Italian opera presented by local talent.

FEW FEMALE RADIO EXECS

Mail Count for Kolynos 'Plain Bill'

(COLUMBIA FROM CHICAGO)

California	1,143	Pennsylvania	87
Colorado	496	Texas	7
Illinois	493	Utah	453
Chicago	162	Wisconsin	306
Indiana	160	Washington	501
Iowa	163	Nevada	76
Kansas	164	Delaware	1
Kentucky	11	Canada	14
Massachusetts	3	Arkansas	1
Michigan	164	Idaho	3
Minnesota	1,639	North Dakota	6
Missouri	664	Oregon	209
Nebraska	14	South Carolina	113
New Jersey	3	South Dakota	113
New York	12	Wyoming	34
District Columbia	17		
Ohio	31	Total	7,731

Mail Off 40% All Over Country; Drop Most Noticeable in Key Spots

Chicago, Nov. 26. Stations throughout the country report a drastic falling off in their mail count. Mail took a brutal dive last summer and has not recovered to any noticeable extent up to the present, though in the past seasons October and November heralded the start of the heavy early winter mail. Count on mail throughout the country is off more than 40% over previous seasons. Special representatives are running into constant squawks from agencies and sponsors, particularly those whose sales backbone is the mail response.

Plenty of alibis for the decrease; the summer drought, the elections, the natural wearing off of fan stuff due to over-plugging for letters. But alibis in radio are just like alibis in the other branches of show business; they sound good, but they don't help matters.

Smaller Cap Accounts

Mail response accounts, such as Willard, Geppert Studios, Pathfinder, Koester soldier, Love Charm perfume, Gardner nurseries, are shifting from station to station in a wild hunt of mail-pulling strength. Particularly noticeable is the decrease of mail on stations which were formerly identified with a powerful mail pull, even those which built up huge letter-writing audiences through barn dances and Saturday night festivals. Trend of the mail accounts is now away from those big transmitters to the smaller stations, figuring that these smaller outfits represent virgin listeners and territories which have not yet been milked on letter-writing stuff.

College Boy Orchestra Joins Union; On WGAL

Lancaster, Pa., Nov. 26. Nevelians, F&M college orchestra, returned to WGAL Sunday (25) for all-winter season of alogs. This time orchestra is flying union colors. School-boy band was organized last year and gained popularity through Sunday afternoon series open to studio audiences and which frequently drew 400 to 500 listeners.

Orchestra recently joined Musicians union.

Myron Bennett, program director of KEYR, Bloomark, is a colonel and of Kentucky. He's one of a select group of three on the staff of the new governor of North Dakota.

Ed Harvey, program director of WISN, Milwaukee, recently to Pittsburgh's Hoarst station, is succeeded at WISN by Howard Beck.

KFUD, St. Louis, will attain the age of 10 years on Dec. 3. It's Lutheran-owned.

NBC Larks Make Opera

San Francisco, Nov. 26. Two NBC singers, Eva Gruninger and Rita Lane, are with the San Francisco Opera Company which opened here recently. Miss Gruninger will sing in Faust, Lakme, Carmen, and Otello; Miss Lane, in Manon and Traviata.

Program schedules and opera conflict so that there is frantic taxi-ferrying on opera nights.

ROXY TO HAVE PHILA. GANG

Philadelphia, Nov. 26. When S. L. Rothel (Roxy) makes his debut next month as mentor of the newly renovated Roxy-Maestrum theatre, largest eastern house of the Warner chain, he will air locally via WCAU. Plans just completed call for Roxy to organize a new Philly 'gang,' similar to the ones instituted in New York. Roxy will use WCAU station facilities to audition daily for applicants to the radio group.

The initial 'Philly Roxy's Gang' will air via CBS on Christmas Eve, one week later than the opening of the theatre. Show will include Jimmy Melton, Jessica Dragonette and many other singers who were members of the original gang.

The theatre schedule calls for a typical Roxy de luxe presentation, using the well-known Roxyettes and the same sort of stage revue which Roxy employed in New York.

WLAC's Big Hall Show

Nashville, Nov. 26. Lebeck Brothers takes the air on Tuesday night, Nov. 27, when they will present the first in a new series of radio stage shows from the stage of the Ryman Auditorium, to be broadcast over WLAC. The programs are scheduled for each Tuesday night from 7:30 to 8:30, and will feature 40 radio artists, including Jimmy Gallagher's Orchestra.

F. C. Rowell, Jr., will direct these radio-stage shows as master of ceremonies, with Herman Grizard, Frank Hennessy and Charlie Roberts alternating as announcers.

WINS Gets Surveyitis

WINS, New York, has just completed a survey of the best running time for air programs, and finds the 46-minute show to be the best used. Less than 10% of this hour should be given over to commercial announcements, it is reported.

Popular music program heads the public demand; comedy, second; and drama, third.

ONLY 22 NAMES IN CHECK-UP

Various Jobs Filled by Women Range from Program and Station Management to Traffic Control

P.A.'S NOT COUNTED

Few women have attained executive positions in radio broadcasting. A check-up reveals the roster of feminine officials to be very limited. There are several petitions pending before the Federal Communications Commission that, if granted, may swell the number of lady station operators.

Meanwhile the following women executives in positions of more or less responsibility are:

Bertha Brainerd, commercial program manager at NBC. Has 10 years' experience in broadcasting.

Margaret Gubbart, in charge of NBC Speakers Bureau. Antecedents include diplomatic service and authorship.

Elizabeth Black, with Ruthrauff & Ryan, who, as assistant to Myron Kirk, holds the pursestrings to anywhere from \$750,000 to \$1,000,000 a year in spot time business.

Claudine McDonald, hom of NBC's Women's Review.

Donna Parker, executive of the NBC census division.

Nita Nash, in charge of CBS children's program. She is a legit actress and showgirl.

Cobina Wright, a booker with CBS. She is from the society ranks.

Lucille Singleton, runs CBS auditions.

Marion Carter, handles the broadcasts from America's Little Home for Columbia.

Leah V. Rula, traffic manager for the new American chain and the only female traffic manager in radio.

Bessie Judis, manager of Station WNEW, New York.

Dorothy Barrows, manager of McCann-Erickson advertising agency radio department.

Selma Galt, president and owner of WFAB, White Plains, and active in its management.

Clementine Leggs, program director of WLZ, Chicago, and probably the most important talent exec of her sex in radio.

Naomi Sengston, program director of WLZ, Denver, and in the ownership.

Bertha Janham, director of WCAX, Burlington, Vermont.

Roberta Fulbright, general manager of KUOA, Fayetteville, Arkansas.

Doris Means, managing director of WVAE, Hammond, Indiana.

Mildred Shief, production manager of WEDH, New Bedford, Mass.

Margaret Chaffier, program director of WHAT, Philadelphia.

Helen Wood, from New York, is just starting as commercial manager of KTW, Philadelphia.

Carol Irwin, gets the program management at KYW, Philadelphia.

Don Cordray, for the past three years with WHBC, Canton, joins WTAM, Cleveland, this week (28) as an announcer. Comes from Los Angeles.

Irene Godfrey, staff pianist of WHBC, appeared as soloist with the Rochester Civic Orchestra for a Sunday evening program.

Al Bigh, newmaster of the Rochester Times-Union, has been adopted into the Turtle Club of the Seneca Indians.

Dick Good, former WTMJ announcer is now m.c. at a neighborhood night club in Milwaukee.

J. Gordon Baldwin, former organist at Lee's Rochester theatre, becomes staff organist at WHBC.

M.D. Censored for Disease Mention Strikes Back at Air's 'Veiled Obscenity'

Clergyman's Hobby

Oakland, Cal., Nov. 26. KROW is airing a news-minded minister, Reverend has spent last few decades garnering oddities in the news. His clips total close to half a million.

Calls himself the 'Modern Asen' and personally calls upon prominent business men, etc., with plea to listen in.

TWO WOMEN IN KYW, PHILLY, TOP JOBS

Philadelphia, Nov. 26.

All plans for KYW's opening have been arranged for debut Dec. 3. Studio and office building already completed in the WCAU edifice and staff now operating prior to air how.

Unusual situation arises in the fact that the two major exec jobs are being filled by women. Helen Wood, a New York importation from the agency field, will handle commercial pitches, while Carol Irwin moves from WCAU to take over the program depot. Announcers chosen to date are James Deley (WCAU), Sam Brown from the NBC Capitol staff, and Johnny Thornbush from the WNAC Boston message. The only staff man to move from the KTW-Chicago group will be the Westinghouse engineer, with Chief Engineer Gieger still on top.

KYW will salute the local area in Philly on Dec. 3 with a three-hour review, 30 minutes to be picked up by the red NBC web. No arrangements have been made as yet to comply with the local musicians union's edict that the WCAU house band cannot double between the two stations. It was understood that application had been made by the Levys to augment the WCAU musical group and thus cover the required two-station time.

The remaining exec jobs of KYW will be filled by men outside of the present WCAU staff. Tom Rice, former radio editor of the Evening (Philly) Bulletin, will probably do publicity.

Some dispute in rumors are still around here regarding the birth of station manager. Latest report is that the Levys will hand the plum to Lee Greenhouse, the fellow who handled the I. D. Levy political campaign of General Schneider for Pennsylvania governor. Another is that NBC will send Bill Bailey back to town for the same job.

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Albany, Nov. 26.

Charging that the Columbia Broadcasting System permits 'veiled obscenity' on commercial programs, Dr. Thomas Parran, Jr., state health commissioner, in protesting censorship of his address on social diseases resigned from the Public Health Committee of the National Advisory Council on Radio in Education.

Dr. Parran was prepared to broadcast a talk on control of syphilis Monday night (19) when CBS deleted material which the commissioner deemed of especial importance. In Albany Tuesday (20) Dr. Parran announced his resignation from the radio health committee and also declared:

'A hopeful view of relief from this dangerous malady might be more welcome to the 500,000 persons in the United States who acquire this disease each year than the veiled obscenity permitted by Columbia in the vaudeville acts of certain of their commercial programs.'

Newspapers generally deleted the reference to Columbia programs from Dr. Parran's remarks.

In a dispatch from New York City, CBS, referring to the censorship of Dr. Parran's talk, said certain subjects may more properly be discussed in print than over the radio networks.

Rather than eliminate his reference to syphilis control, Dr. Parran refused to broadcast.

GARGLE-JAVA RIVAL OPERAS

Chase and Sanborn propose to meet Listerine's rivalry as backers of grand opera on the air by hosting the latter to the mike with what-ever opera the Metropolitan has scheduled for Saturday matinee. Coffee account will use a list of the Met's operas for the current season as the necessary guide. C & S will do 'Hansel and Gretel' the Sunday before Listerine is slated to make its NBC bow with the Met's version of the same opera.

Mouthwash's series starts Dec. 29 with Geraldine Farrar doing the narrative. Chase and Sanborn are celebrating its switch this Sunday (2) from Eddie Cantor to grand opera with a version of 'Hippolyte.' Cast will include John Charles Thomas, Joseph Antoine, Giuseppe Bononcini (also known as Joe Benton of Barry, Okla.), and Ruth Gordon, while Deems Taylor will do the story telling.

NBC Will Get Behind And Push Jack Heller

NBC is bringing Jack Heller, Chicago tenor, into New York for a band buildup. Network will start scouting for a hotel or safe placement as soon as Heller has taken over Buddy Rogers' present unit, which is kapelmeistered by Dewey Bezman.

NBC proposes to give Heller his band buildup under the tag of Little Jack Heller.

McCormick at WKRC

Cincinnati, Nov. 26. John McCormick is sitting in as manager of WKRC, local CBS affiliate, E. P. Mittenfloh, who resigned the post, has migrated to California for permanent exile.

McCormick formerly was production manager of WINS. During past year has been involved in big side of broadcasting.

S. R. Bateman, sales manager of WKRC, is in Christ Hospital undergoing treatment.

NBC Prepared to Forget Own Rule For Two-Hour Daily Phonographing

Chicago, Nov. 26.

That Marshall Field store's Musical Clock morning show on KYW is causing hefty competition among the Chicago stations, all angling for this show when the Hearst KTW sits to Philly on Dec. 1. Such a plan is this show considered, being a six-times-weekly 120-minute early morning program, that NBC has even broken its status policy of no phonograph records in order to place a bid for the program.

Hot on the trail are NBC's WMAQ; the Columbia WBBM, and the Chicago Tribune WGN. Latter station about admits that it's out of the running due to its higher rate. WGN is asking about \$1,700 for the weekly program while both WMAQ and WBBM run approximately \$1,200 for the week. WBBM appears in the lead on the account at present and that's where the rub comes. Because the Armour packing company now carries a contract for that 120-minute period in the morning, having been running its own morning phonograph show on this station for the past six months. Account and Lord & Thomas, the agency, claim that they have a contract running a full 12 weeks, which would take the edge.

The surplus from the other to next June. WBBM, on the other hand, claims that there is a cancellation clause in the contract which gives Armour the right to cancel on 15 weeks' notice; and since Armour has that right so has WBBM. And that cancellation date falls on Dec. 12.

NBC is giving for its alibi for breaking its no-phonograph-record policy that WMAQ will use phonograph records only until NBC secures a sufficient number of radio discs to fill up the 120-minute space.

Radio Chatter

(Continued from page 34)

Port Worth and Oklahoma City and a daily morning variety show piped to the chain from Oklahoma City. Both sustains.

Response to KTSA's daily hour spot of all Spanish music is producing sales smiles. Split into four 1-minute sections, each devoted to a particular type of Spanish and Mexican music. All commercial in Spanish for benefit of large south-west population which speaks that lingo.

Jimmy Ball, staff pianist for KABC, San Antonio, resigning to join Mac Ruzar's band.

Joe Luther directing a new daily program for Earleheine Coulter cosmetics which started Wednesday (11) on KABC.

Ray Leonard, KABC sales staff, is back at work.

Sam Goldford and Fred Maly, sports spotters for KABC, took the high school football coaches on a deer hunt. No deer.

Minnesota

Bill Johns of WTCN home ill in bed.

Wanda Maddy's a weary widdy this week; her flame's away.

La Vache Ludwig now in charge of WDGY's artists' bureau and snapping things up.

Conrad Nagel's only twin sister appearance was over WLIB, University of Minnesota's education dissemination.

Earl Simmons, WCCO boss who's had about six different offices during the past two months, finally set in his new sanctum. Studio has just splurged \$15,000 for a primp-up.

Bob de Havens of WTCN will be calling each other maw and paw sometimes early in December.

KRTT's Night Owls, trio which sings and plays 12 different instruments, now doubling nightly in Hotel St. Paul's new gay spot.

Doe Jenckes out as WTCN gen. mgr.

Starting Wednesday (30) at 9

p. m. KSTP takes on another NBC network show, "Lombardo-Land," the Guy Lombardo stint which plays again.

John Wald, KSTP's senior announcer, directed Norvy Mulligan's ork during a dance routine one night last week at the Radioson. About 7,000 fans, KSTP announcer and continuity writer, arranging the music for the early morning Tunes and Topics program.

Brooks Henderson, formerly with Y. H. C. Duitch, now announcing for KSTP.

M. E. Nicol, formerly of KFAB, Omaha, now on the WCCO staff.

Arthur Peck, KSTP remote engineer, going places in a new swanky sport coupe.

Ramona Gerhardt, WCCO staff organist, was guest pianist for the DuSuth Symphony orchestra the other night and the gate swelled by nearly 1,000 over the usual attendance of 1,000.

KSTP's music library is valued at \$74,000. The studio boys claim it's larger than the Minneapolis Symphony's.

Indiana

Ken Klinton starting 15-minute radio column on theatre over WFBM.

Wally Middleworth, coach at Butler University, doubling on radio sportscasting for WFBM.

WKBK petitioning commission for 5,000-watt license.

George Turner, oldtime vaudeville, doing Santa Claus over WFBM.

Hollman claims announcer-cribbage championships over Brown in nightly between commercials tournament at WFBM.

Bob Archer reinstated at WKBK. Walter Reuleux, musical director for WFBM, brings his baby daughter to studio for staff's inspection.

Ries Williams, WFBM's chief engineer, using a cat on tin roof, getting station's new act.

Delaware

Mary Thomas has replaced Ruth Aulenbach as WDEL secretary. Miss Aulenbach married.

Billie Collins and his music hitting other twice weekly over WDEL from Hotel DuPont grille.

Louise Hamilton voted best dressed WDEL vocalist in recent staff vote. With Wilmington to be represented for the first time in five years with a pro basketball team, games are to be broadcast via WDEL.

Rachael Jane Hamilton, New York concert soprano has started a new one-a-week sustaining over WDEL, spotted for Tuesdays at 8:45.

Nebraska

Helen Whitmore and Phyllis Hader making a permanent exchange of desks at WAAW.

Al Bates making short wave tests to pick up Trans-Radio bulletins for Union Holding Station.

Milo Wesley to a Little Rock, Arkansas, station in capacity of program director.

Dick Keplinger new face on the announcing staff at WAAW. He formerly talked for KICK.

Edie Butler and KOIL's Hilda tripping to Fremont for a special program.

John Chapel auditioning Mary June France for a guest performance on the Hayden Midway Revue.

Lola Green and June McCone, of the WOW studios, going in for heavy gymnastics aimed at that midriff.

Ben Baxter building a new daily program after the manner of newspaper columnist for WOW listeners.

Barbara Lee (Irene Delany), former chain broadcaster and stock player, conducting a voice of experience via WAAW.

Ralph Trotter back at his regular microphone at the Grain Exchange, but pale and wan from a ten-day illness.

North Carolina

Clement Field has renamed her trio, the Modern Melody Mads, and is now calling them the Three Rhythmites.

Talent for the new Dollar Crystal Company, of Omaha, Neb., on WPT, Charlotte, N. C., consists of the Newman Boys, hillbillies imported from Wheeling, W. Va., and Jack Nelson, master of ceremonies.

The program promotes Texas Crystals. The contract is for six months, two 15-minute periods a day, six days a week.

New vertical radiator tower at WPT, Charlotte, N. C., is one of 14 in the world.

Elmer Shadwell serves coffee to guests on his Musical Check program, sponsor for the day at WPT, Charlotte, N. C.

Dick Herman, on the Crazy Crystal program from WPT, Charlotte, N. C., has gotten a ten-gallon

Radio Not Merely Poor Man's Theatre Is Thesis of New CBS Brochure

Columbia's sales promotion department now seek to show that the Colonel's Lady has her ear perked in the direction of the radio loudspeaker as much of the time as Judy O'Grady. Web's statistical cohort has advanced a mass of proof along these lines in a brochure, "Facts on Listening by Income Levels," which comes as a supplement to another recent study

hat, and is the envy of all the other hillbillies at the station.

Carle LaFell, former musical director at WWNC, Asheville, N. C., and more recently of the Commodore club, Detroit, Mich., has returned to Asheville and opened the Club Lido.

WWNC, Asheville, N. C., has the Rexall Magic Hour for five programs a week, sponsored by United Drug Company.

A station to be known as WBEQ is being installed near Bryson City, N. C., for fire protection work in the national forest areas nearby. The Tennessee side of the Great Smoky Mountain National Park is protected by station WBEQ.

Saturday nights now one of the biggest commercial evenings for WBT, Charlotte, Has Pathfinder, B-C remedy, Crazy Crystal barn dance hour, Chesterfield, Loden, Studebaker and lots of transcriptions.

Doris Terry Andrews, hot singer, signed for the Golden Opportunity series of marketing programs over WBOC.

Jack Stern and his Orchestra has replaced Joe Roman at the Hotel Charlotte. Roman is on tour playing dances dates. WBT picks up the music from the main dining room each evening.

Jane Bartlett has joined WBT's Philco program and Johnny McAlister ("Philco Phil"), is billed as "Philco Phylis."

"Boots and His Buddies" — Boots Downing and a string trio are doing the Zenith program for Glasgow-Stewart, distributors in the Carolinas for the Zenith sets.

made also by Dr. Daniel Starch, "Ears and Income."

Latest CBS booklet declares that the frequent "quoted remark that 'our best people' have become bored with their radio and rarely give them a warming isn't true. It quotes Dr. Starch's findings to back up its statement that the Van Ritees give the Mittensteins a close run when it comes to keeping the set in action. Of the 19,483 homes queried, those with an income of over \$10,000 showed a listening average of four hours and 16 minutes a day, the \$2,000 to \$5,000 class accounted for an average of four hours and 2 minutes a day and those coming under the \$2,000 bracket rated an average of four hours and 3 minutes a day.

Proving Something

Brochure also sets forth that Dr. Starch's scouts found that 78% of the sets were tuned in some time each day, and if this discovery is translated in more terms the equation should read 14,808,000 receiving mechanisms. The number of sets distributed, states the brochure, has been underestimated. It's more like 20,000,000 than the 18,500,000 that Columbia itself has previously cited. CBS's brochure avers that the tube burning situation revealed by Dr. Starch exceeds anything hitherto suggested. Latest estimate previously turned in was that of the Crouseley Survey, which at one time found that 40% of the radio homes queried had their sets giving vent to sound at some period during the day.

Dr. Starch's corps of door-knellers also brought back the info that 34.4% of all radio homes in the top income level had two or more radios and that the same situation prevailed for 11.5% of the middle income class and 5.2% of those earning less than \$2,000. Another angle that the reports disclosed was that 94% of all home radios are kept in working order.



KAY DONNA

Blonde Singer

WLW Staff Artist

Winsome Kay Donna, whose infectious personality and lovely voice have already marked her for a brilliant radio career, has just joined the artists staff of 500,000-watt WLW in Cincinnati. Three years ago Kay Donna was a 17-year-old school girl in Peabody High School, Pittsburgh. Singing was just fun to her then until talent scouts of a local broadcasting station heard her and promptly headed her on the way to radio fame.

Since then she has been featured by Fred Waring, Don Bestor, Hal Kemp and other famous musicians. For nine months NBC's coast-to-coast audience heard and liked her as the "Do You Remember" girl. She comes to WLW following a successful year's tour of the smartest supper clubs of the mid-west and south.

From the sound of footsteps to a symphony orchestra...



talent and production facilities cover the gamut of radio entertainment...



From the time that Florenz Ziegfeld and McClelland Barclay awarded Harriet Lee the title of "Miss Radio," her career has been a continuous story of "she came, she sang, she conquered." In joining Station WTIC Miss Lee brought new fame to one of radio's most distinguished groups of artists—a group that has long demonstrated its ability to capture New England audiences.

Now let's take a quick look at the WTIC Communities as a market. Here are over 1,500,000 listeners. Their buying power is far above average. Distribution costs are well under average—for the area is less than 100 miles square.

Finally, Station WTIC offers the only way to reach this entire market at small cost. A few choice hours are now available. Full particulars on request.

New York Office: 220 E. 42nd St.
J. J. Weed, Manager
Chicago Office: 200 So. Wabash Ave.
C. C. Weed, Manager
Station WTIC
HARTFORD, CONN.
60,000 Watts
Owned by the Travelers Broadcasting Service Corporation
Broadcast Daily
7:00 A.M. to 12:00 Midnight
Weekdays: 8:00 A.M. to 12:00 Midnight
Member New England and ABC-WEAF Networks

Having just completed three years of broadcasting for Chase & Sanborn, I wish to acknowledge my thanks and appreciation to the makers of the world's finest coffee for their splendid co-operation.

I also salute the following for helping me spend that hour with you.

Rubinoff
James Wallington

John U. Reber
A. K. Spencer

●
David Freedman

●
Jack Murray
Philip Rapp
L. Wolfe Gilbert
Eddie Davis

●
Harry Einstein
(Parkyakakas)

●
Beginning Sunday evening, February 3, 1935, I will inaugurate a new series of radio broadcasts over the Columbia Broadcasting System, presenting a half-hour program on Sunday nights, at 8 P. M., E. S. T., for the new Pebecco Toothpaste. Yes, Rubinoff and his violin will be there!

Ernie Cantor

IN APPRECIATION

STANDARD BRANDS INCORPORATED

535 MADISON AVENUE

NEW YORK, N. Y.

OFFICE OF VICE PRESIDENT

Mr. Dave Rubinoff,
1501 Broadway,
New York, N. Y.

November 15, 1934

Dear Dave:

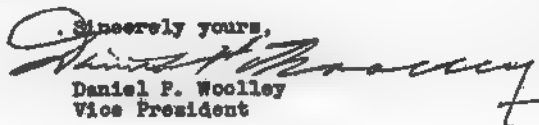
As we come to the end of our present series of Chase and Sanborn broadcasts, I want to express to you my sincere appreciation and that of our entire organization for the splendid job which you have done during the past four years.

I can say in all sincerity that you have furnished us with the finest music of its type on the air during this period. Guest artists have come and gone; some of them have been well received by the public and others not so well, but the comments which we have had on your part of the programs have been almost universally favorable, and we feel that you have been a real factor in the success of our broadcasts.

You have our best wishes for your continued success on the air and in the musical world, and I hope that we may, at some time in the future, be in a position to again have as pleasant and satisfactory contact with you and your orchestra as we have had in the past.

With all best wishes, I am

Sincerely yours,



Daniel P. Woolley
Vice President

UPON the completion of four years of uninterrupted broadcasting for Chase & Sanborn I am happy to extend my most sincere and heartfelt thanks . . .

To DANIEL P. WOOLLEY, D. B. STETLER and Standard Brands for their appreciative understanding . . . to JOHN U. REBER, A. K. SPENCER and the J. Walter Thompson Company for their complete and cordial co-operation . . .

To RUDY VALLEE, who introduced me to radio . . .

To EDDIE CANTOR for his treasured friendship and his inspired "knocks" . . .



The entertainment genius of Eddie Cantor makes it a pleasure and a privilege to resume our radio alliance on Feb. 3 for the new Pabeco Tooth Paste Air Show, coast-to-coast, over the Columbia Broadcasting System

RADIO SHOWMANSHIP

(Merchandising and Program Types)

Outstanding Stars

BOBBY CLARK PARADE
WHEAT, CANTUA, O'NEIL
WILD BARRISTERS TEAM
CARR, SAN ANTONIO

W. F. O'NEIL, who has been in the radio business for over 10 years, is a well-known figure in the industry. He has been a part of many successful programs and has a deep understanding of the radio business. His experience and knowledge are invaluable to anyone looking to succeed in the field.

Bob Carleton Team
The Carleton team has been a major force in the radio industry. Their unique style and talent have made them a household name. They continue to bring new and exciting content to their listeners.

ABE LYMAN
LYMAN ORCHESTRA
COAST TO COAST
WABC-Radio 740-1111, 1112, 1113
WABC-Radio 740-1111, 1112, 1113

fred allen's
TOWN HALL THEATRE
LIVE OF THE AIR
WABC-Radio 740-1111, 1112, 1113
WABC-Radio 740-1111, 1112, 1113

EDDIE PEABODY
The Eddie Peabody Show
WABC-Radio 740-1111, 1112, 1113
WABC-Radio 740-1111, 1112, 1113

GRACIE BARRIE
HELD OVER
CASINO DE PARIS
WABC-Radio 740-1111, 1112, 1113
WABC-Radio 740-1111, 1112, 1113

EMERSON GILL
THE ORCHESTRA
HOTEL NEWPORT MALL
WABC-Radio 740-1111, 1112, 1113
WABC-Radio 740-1111, 1112, 1113

There are many factors that contribute to the success of a radio show. The host's personality, the quality of the music, and the timing of the program are all crucial. A show that resonates with its audience and provides entertainment and information is more likely to succeed.

Shipping in Radio
The shipping industry in radio is a complex one. It involves the coordination of various elements, from the selection of talent to the scheduling of programs. Effective shipping is essential for the smooth operation of any radio station.

Radio Showmanship
Showmanship is a key skill for any radio host. It involves the ability to engage with the audience, manage the flow of the program, and handle unexpected situations. A showman knows how to make the most of every moment on air.

Very Hardly
The radio industry is a very hard one to break into. It requires a combination of talent, hard work, and a bit of luck. Those who are determined to succeed will find a way through all the challenges.

Radio Show as a Business
Radio shows can be a profitable business. With the right approach, a show can generate significant revenue through advertising, sponsorships, and other means. It's important to view the show as a business from the start.

Radio Show as a Career
For many people, radio is more than just a job—it's a career. It offers a unique opportunity to express creativity, connect with a large audience, and grow professionally. The rewards can be both financial and personal.

Radio Show as a Hobby
Radio can also be a fun hobby. For those who love music and have a knack for hosting, it's a great way to spend time and share their passion. It's a hobby that can become a full-time career if the opportunity arises.

Radio Show as a Challenge
Radio is a challenging profession. It requires constant learning, adaptability, and a willingness to take risks. But for those who embrace the challenge, the rewards are well worth the effort.

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Setting the Standard
Setting the standard for a radio show is a difficult task. It requires a deep understanding of the audience and a commitment to excellence. A show that sets the standard becomes a benchmark for others in the industry.

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New Business

BOSTON
The Boston radio market is a competitive one. With many stations vying for the attention of the local audience, it's important to stand out. This requires a combination of talent, innovation, and a strong marketing strategy.

NEW YORK
The New York radio market is one of the most competitive in the country. It's a market where the best talent and the most innovative programs thrive. Success in this market requires a deep understanding of the audience and a commitment to excellence.

LOS ANGELES
The Los Angeles radio market is a dynamic one. It's a market that is constantly evolving and where new ideas are welcomed. Success in this market requires a willingness to take risks and a commitment to staying current.

CHICAGO
The Chicago radio market is a well-established one. It's a market with a long history of producing successful radio shows and hosts. Success in this market requires a deep understanding of the local culture and a commitment to quality.

PHILADELPHIA
The Philadelphia radio market is a unique one. It's a market with a strong sense of community and where the audience's interests are a top priority. Success in this market requires a commitment to serving the community and a willingness to listen to feedback.

HOUSTON
The Houston radio market is a growing one. It's a market that is attracting more and more listeners and where new opportunities are constantly being created. Success in this market requires a focus on growth and a commitment to innovation.

ATLANTA
The Atlanta radio market is a vibrant one. It's a market that is full of energy and where the audience's voices are heard. Success in this market requires a commitment to authenticity and a willingness to embrace diversity.

MEMPHIS
The Memphis radio market is a special one. It's a market with a rich cultural heritage and where the music is a central part of the community. Success in this market requires a deep understanding of the local scene and a commitment to preserving its traditions.

INDIANAPOLIS
The Indianapolis radio market is a loyal one. It's a market where the audience is dedicated and where the radio shows are highly valued. Success in this market requires a commitment to consistency and a willingness to build a strong relationship with the audience.

PORTLAND
The Portland radio market is a tight-knit one. It's a market where the community is close and where the radio shows are a vital part of the local culture. Success in this market requires a commitment to being a part of the community and a willingness to support local artists and businesses.

SAN ANTONIO
The San Antonio radio market is a growing one. It's a market that is attracting more and more listeners and where new opportunities are constantly being created. Success in this market requires a focus on growth and a commitment to innovation.

CANTON, OHIO
The Canton, Ohio radio market is a unique one. It's a market with a strong sense of community and where the audience's interests are a top priority. Success in this market requires a commitment to serving the community and a willingness to listen to feedback.

WALLA WALLA, WASH.
The Walla Walla, Washington radio market is a small but dedicated one. It's a market where the audience is highly engaged and where the radio shows are a central part of the local culture. Success in this market requires a commitment to being a part of the community and a willingness to support local artists and businesses.

LEON BELASCO
Leon Belasco is a well-known figure in the radio industry. His talent and hard work have made him a successful host and producer. He continues to bring new and exciting content to his listeners.

Tommy "Cool" NACK
Tommy "Cool" NACK is a talented radio host and producer. His unique style and talent have made him a popular figure in the industry. He continues to bring new and exciting content to his listeners.

Jack and Loretta
Jack and Loretta are a popular radio duo. Their chemistry and talent have made them a household name. They continue to bring new and exciting content to their listeners.

HARRY SALTER
Harry Salter is a well-known radio host and producer. His talent and hard work have made him a successful figure in the industry. He continues to bring new and exciting content to his listeners.

MILLS and PARKER
Mills and Parker are a popular radio duo. Their chemistry and talent have made them a household name. They continue to bring new and exciting content to their listeners.

MOLLIE STEINBERG
With Blossom Seeley, Benny Fields
5 Mins.
Sustaining
WABC, New York

This five-minute midday spot on WABC last Tuesday at 1:30 p. m. might be a model for all such charity highlights.

Mollie Steinberg is the radio voice for the Stage Relief Fund when she is not press-appealing light attractions. Periodically Miss Steinberg is accorded other facilities on behalf of the State Relief Fund, and some guest artists collaborate to further cement attention.

Devoid of any hyper-sentimentality or high-pressured aim-appeal, it's a dignified, institutional belittling for a homely worthy charity.

On this occasion Blossom Seeley and Benny Fields were the guest artists, doing one number in their distinctive and distinguished manner—a indie technique that has made others wonder often why Miss Seeley, a pioneer in her style of singing, and Fields, probably the first of the crooners (but somehow not to be discovered), never clicked as they should. Undoubtedly they will in time. Even on this off-the-cuff midday shertie they manifested a style that was extraordinary.

Miss Steinberg mused the program nicely withal. Abel.

COLUMBIA BROADCASTING SYSTEM
A
MARK WARNOCK
UNIQUE PRESENTATION
BORDE
45 MINUTES
HOLLYWOOD

Thursday Night at Ten, WCC

CBS NETWORK
National and Local Stations

GEORGE GIVOT
THE GREEK AMBASSADOR OF GOOD WILL
Every Tuesday, 10:30-11 P.M.
Coast-to-Coast
Personnel: GEORGE GIVOT, HENRY BERNIE, NED GREENE, New York

JACK DENNY
AND HIS ORCHESTRA
BILTMORE HOTEL
WMAZ, 11:30 P.M., Thursday, Nov. 29, and Saturday, Nov. 30
CONOCO OIL
Wednesday, 10:30 P.M., WAB

KEN AND HARVEY
HIS BANJO
Broadway House, London
Indefinite
Also DOUBLE GOLDEN EMPIRE
(Week Nov. 30)
London "Broadcaster": "Ken Harvey has made himself a great favorite with his banjo. Call him hard and the word wouldn't be misplaced for soon."
London Direction Cafe
Full Force Henry Harrison

GIERSDORF SISTERS
"CRISTENFIELD"
Broadway, Wednesday, Saturday, WABC, 8-9:30 P.M.
Columbia Broadcasting System

WILLIAM MORRIS
RADIO'S ROMANTIC BARITONE
This Week (Nov. 23), B & K CHICAGO THEATRE
DR. MAX LANDAU

WRIGLEY VARIETY (Canadian)
Geoffrey Waddington, Marion Rockwell, Gordon Sinclair, Marion Rockwell, Sydney John Smith
COMMERCIAL
CFRB, Toronto

With former song and music program failing to click, Wrigley (Canadian) is trying a new set-up, with Marion Rockwell and Geoffrey Waddington only survivors of the old show. New program drops from 15 minutes to 30 minutes, but same amount of money being expended. Waddington has switched from brass to all-strings, with 33 players and 3 pianos, unusual instrumentation for this area, and the waltz and tango predominating.

Gordon Sinclair is on to lead the eclectic variety touch the former set-up lacked. Globs-trotter recounts adventures among the regus elephants of India and will continue the wild animal series with man-eating tigers next week. Sinclair's voice displays the same nervous energy as is evident in his travel-tomes, but the stuff he tells is exciting and speed of narration adds to effect. Great stuff for the juve gum-chewers, but should have better production. As it is, it opens cold after introduction. No reason why the same should be dramatized in the Frank Buck manner. Some of Sinclair's adventures have been sufficiently chilling.

Marion Rockwell and Sydney John Smith carry the next tonic. Sinclair's voice displays the same nervous energy as is evident in his travel-tomes, but the stuff he tells is exciting and speed of narration adds to effect. Great stuff for the juve gum-chewers, but should have better production. As it is, it opens cold after introduction. No reason why the same should be dramatized in the Frank Buck manner. Some of Sinclair's adventures have been sufficiently chilling.

PHILIPPS 85 AMATEUR SHOW
With Quin Ryan
Amateur
10 Mins.
COMMERCIAL
WGN, Chicago

Amateur shows have been done in the past, but this is the first time that a sponsor pays to give would-be radio performers a chance to use the mike.

Particularly interesting are the two showmanship angles on this show. One is a sack master getting things that commercial actors before the audience gets a chance to tighten up. The great aim of most shows is to get the spiel sock in there, and this is a lot of ground covered in the discussions which are presented in the confidential manner.

Frankie Beach is the real member of the Comtee.

ROBERT REUD
Town Talk
10 Mins.
COMMERCIAL
WGN, Chicago

Reud, co-pa. for Hotel St. Moritz and other enterprises, embellishes his ten time chatter with matters pertaining to Park avenue, Hollywood, the booklets and the theatre. Strives for a personal note by calling most of the people by their first name. Also has someone for quizzing, this time being a girl who reads poems very badly.

Mention also made of the hotel's dining and drinking features, with the gypsy trio from the grill in for a single tango.

A nice afternoon interlude.

CHARLES STENOSS BAND
And Ann Heath
15 Mins.
Sustaining
WGAR, Cleveland

This musical combination, piped from Station's new over-the-air campain Room, fourteen stories below WGAR's studio, has earned respect of being the newest and most sophisticated ensemble in the locality. Has big-time possibilities and John Patt of station is grooming it for a network spot.

Charles Stenoss, formerly with Ted Weems, has organized it to conform to hotel's exclusively smart atmosphere. Eleven-piece orchestra distinctive for its soft, swirly tones and two-tenor-over-the-air of new numbers. Mixes peppy tunes without going out of character. Example of Stenoss' originality was his next program, hits from Life Begins at 8-10, built by solos from Nelson Presley and Billy Alden, both above ordinary singers.

Flash of his act is Three Collegians, two-tenor-over-the-air of new numbers. Mixes peppy tunes without going out of character. Example of Stenoss' originality was his next program, hits from Life Begins at 8-10, built by solos from Nelson Presley and Billy Alden, both above ordinary singers.

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HARRY SALTER'S ORCHESTRA
Dance Music
30 Mins.
COMMERCIAL
WJZ, New York

Really a part of the Log Cabin's weekly show handling the musical chores for the flash in addition to the accompaniment for Lanny Ross and Willie Morris. "Tonight and Tomorrow" dragged out as a theme, though the band is in best form when it has its undercurrent of low jinks turned on. This is especially noticeable in tunes of the "La Cucaracha" ilk.

Otherwise the baton sticks to the straight background atmosphere for the weathers. In addition to the radio appearances, Salter's band holds forth at Park Central Roof. Music mixed with waffles in the appraisal about the company's pet syrup.

FAITH FORTUNE
Advice to Lovelorn
15 Mins.
COMMERCIAL
WNEW, New York

Canine Fur Trappers have had this one now for three weeks, with Miss Lonelyhearts doing her own speling about fur fashions and bargains. This sudden switch to trade talk makes a change in the trend of advice which is handed out. About three notes are answered in a program, with speaker maintaining a steady voice throughout. A lot of ground covered in the discussions which are presented in the confidential manner.

Frankie Beach is the real member of the Comtee.

PHILIPPS 85 AMATEUR SHOW
With Quin Ryan
Amateur
10 Mins.
COMMERCIAL
WGN, Chicago

Amateur shows have been done in the past, but this is the first time that a sponsor pays to give would-be radio performers a chance to use the mike.

Particularly interesting are the two showmanship angles on this show. One is a sack master getting things that commercial actors before the audience gets a chance to tighten up. The great aim of most shows is to get the spiel sock in there, and this is a lot of ground covered in the discussions which are presented in the confidential manner.

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BLOCK AND SULLY
Comedy
COMMERCIAL
WABC, New York

Joe Block and Sully are as good as their radio material and their radio material is not good.

Gagging, as such, is not a sure-fire method. Not in the winter of 1934-35. Too many gags and too many gaggers. Production ideas count today and there is no production idea in this case except the joke opera which have been done on other programs.

Block and Sully got a bad break in not making radio two years sooner. When they did arrive through the Ex-Lax Monday night show they were at a disadvantage. Pair are experienced, clever and successful vaudevillians, but not able to operate above the scene and when nothing better appears in the material.

Some emergency oxygenation is called for. Lend.

"GOOD MORNING JUDGE"
Continued Dramatic Serial
15 Mins.
Sustaining
KBL, Salt Lake City

"Good Morning Judge" starts in the courtroom and flashes back to anything in the world of crime or human foibles. Sometimes realistic, sometimes melodramatic, sometimes tough and sometimes sentimental.

"Good Morning Judge" has been running a year on KSL three times weekly. Program is written by Gladys Wagstaff Pinney, who has written for NBC and KYA.

MELODY LIMITED
Music, Announcements
15 Mins.
COMMERCIAL
WICC, Bridgeport

Re-tagged from "Merry-Go-Round" because of a Yankee web commercial lately entered with the same title, "Melody Limited" is WICC's dinner-hour frame for announcements.

Good for sugar-coating blurs gives station's maintainers a chance to make a dollar, better local artists being used as "guest," with "The Merry Men" supplying the music.

Choo-choo time! Recent headlines included Dorothy Ann, 12-year-old songstress; the Brown Sisters, harmony trio; and Virginia Lund, current vocal build-up.

Period hasn't been overburdened with announcements. Most consistent user is Mutual System, amply compensating; unusual slant on this is that advertiser has own theme, "Look for the Silver Lining," before and after talk by Bridgeport office manager, A. Munster who says his pitch is to bring the name of Fleischmann's Dr. B. R. Law.

Announcer generally repeats names of period's sponsors at signature. Miller.

"RADIO GOSPEL CLUB"
Eddie and Fannie Gavanagh
and Chatter
10 Mins.
COMMERCIAL
WGSM, Chicago

This radio gospel club with Broadcast Brand name and beef hash for the Illinois Meat Co.

Five times weekly at noontime the Gavanaghs crawl out on the Columbia, waxing and bring the ladies choice bits of biography, home life and vital statistics about the radio performers. And very often an in-service with bold words and stage performers. To get close to the field of Chicago performers the program usually originates in the Balaban & Katz studios in the Chicago theatre downtown.

Very wise thing about this show is that it remains far above the petty shortsightedness of other programs which hesitate to mention rival programs. Rival stations and networks. For instance, this show on Columbia might take 10 minutes to tell the listeners about Ovaltine cast on NBC, or the Lady Esther show with Wayne King. It's an object lesson to other sponsors who see danger in every tune, every possible inference about a rival station or sponsor.

Show keeps strictly to personalities, telling the fans when Harry Richman was born, how many children Ben Bernie has, the biography of Jane Froman, whether scripts are read or memorized.

Smart angle in passing up the label real. Sponsors frankly tell listeners that they don't have to use a label to write in their questions. It is easy to picture many sponsors trying to force sales by making questioners send their queries in on labels from the product. But the open-handed method here must win the confidence of the listeners. When a sponsor tries to cheat the listeners into purchases, they must react to it and it must often result in ill-will instead of good.

Programs in progress in the list of smart showmanship. Gold.

ARTIE COLLINS AND ORCH.
25 Mins.
Sustaining
WJZ, New York

Artie Collins and his nice dancetation is on an NBC hookup Tuesday afternoon at 1:30 p. m. hitting N. Y. via WJZ from the Terrace room of the Hotel Syracuse in Syracuse, N. Y.

It's a first after top stuff with the Collins band manifesting a nice style. The leader also essays the vocals. In the latter ones or twice he strained a bit hard for the top notes but withal spark. Akk.

ESTHER VELOZ Ensemble
Concert
25 Mins.
Sustaining
WABC, New York

Esther Veloz string ensemble is a midday concert coming sustaining on WABC.

It's a look on the air for some weeks and is always a satisfying luncheon music interlude. No hotel source is announced, but it's a combination that would fit nicely into a class society. Akk.

VAUGHN DE LEATH
Songster
15 Mins.
COMMERCIAL
WMCA, New York

A radio veteran with her vocal activities now confined to soothing oneness for the kids and late troubadours. Does a lot of incidental prattle, which is frequently rather blab, such as asking the listener to join in on the chorus and such. Sometimes uses about four numbers during the quarter hour.

Battle Creek Health Foods is the commercial label with Mr. Van aired as being well to stir the day off on this time. De-Leath aims a magnet for this program, though.

CONNIE MILES
Twilight Philosopher
10 Mins.
Sustaining
WMCA, New York

Allotted ten minutes nightly during the dinner hour for airing his philosophic blubs. Snatches of poetry, verse and other skinny musings dashed out by Miles, who is a member of the New York American staff. A hearty Irish laugh accompanies most of the snatches either for encouragement or self-enjoyment.

Copy seldom commits itself to declaring a real design for living, however. Miles is among the newer recruits to hit the channels and is feeling around now for the right mood.

MOLLY PICON
"Tantalus"
"This program is a new one of the best of the best."
W M C A
Wed. 7:30 P. M.
JELLO
GEN. FOODS

ROY FOX
AND HIS
BAND
ON TOUR
B.B.C. NETWORK

LETH STEVENS HARMONIES
Leth Stevens Conducting a Program
Thursday 8:30 P.M., WABC
COAST TO COAST NETWORK
Exclusive Management
COLUMBIA BROADCASTING SYSTEM

CHARLES PREVIN
Conductor
REALSILK'S
SILKEN STRING CONCERT
N.B.C.—SUNDAYS
8-9:30 P.M. CST - 8-9:30 P.M. PCT
10-10:30 P.M. MT
Par. Dr. W. HUGHES LEVEN
180 So. State Parkway, Chicago

HEATHERTON
Broadcasting
Mondays and Wednesdays, 11 A.M.
Fols-Stingia, 1531-NBC
Direction NDC Artists Bureau

LOOK AT HIM! COLUMBIA NETWORK—MON. NIGHTS AT 9:30
JESSE BLOCK and SULLY EVE
DIRECTION WILLIAM MORRIS AGENCY

Thrilling Chicago
That's What

STAN MEYERS
and His Orchestra
are doing at the Terrace Gardens
via the NBC station WGN and
K.M.

Stan Meyers because they play
major tunes, for instance:
"FROM THE EARTH COME"
"BILLION DOLLAR BABY"
"WHEN MY SHIP COMES IN"
"BE CAREFUL OF THE EASY"
"YOUR HEAD OR MY
SHOULDER"
"GAT TOUTS"

"WILD GEMMY"
"JUST ONE TWO OTTER"
"LOST IN A FOG"

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK 19, N.Y.

NRA'S PAID PLUG 'JOKER'

Looks Like Suit vs. Zanuck if He Uses Beleaguered 'Rhythm of Rain'

Hollywood, Nov. 26. Heading for New York since Sunday night is Julius T. Ables and a suitcase crammed with affidavits in quoddy law involving the Robbins Music Corp. Coming out here by plane last week to confer with Robbins on the suit and others, Ables picked up a couple of brand new angles right in stride.

Those had to do with the Saul Bernstein suit that over the Stern-Meskil music for Chevalier's 'Folies Bergere', and a prober one that has Bobby Crawford and his top canaries, Gordon and Revel, on the pitching mound. Ables took depositions from S-M in both cases, against the possibility that they may evolve from the talk stage in actual contention before the black rules of law.

Next angle in the highly controversial musical setup for 20th Century's frenched venture has Crawford warning Darryl Zanuck that he must not use 'Rhythm of the Rain', a Stern-Meskil number. In the picture, because Gordon & Revel had copyrighted a song with that title four years ago. They also claim that it was played for Zanuck more than two years ago.

Dave Dwyer, Berlin representative who introduced Stern and Meskil to Zanuck in the troupe period of taming Chevalier's opus, announced that he was serving formal notice on the producer, through Attorney Lloyd Wright, not to award publishing rights to Robbins and that their (Berlin, Inc.) rights must be protected. He said they would give 20th Century until this week to make an answer and, if not acknowledging the Berlin rights, would file an injunctive action.

Dwyer contends that he had a verbal understanding with the song writers that they would award him publishing rights on anything they sold to the Zanuck outfit. He insists, despite their denial, that when they signed a contract with 20th Century giving the producer the right to designate a music publisher they were selling something which they did not possess. Stern and Meskil contend that they never had any discussion about publishing rights, that they suggested to Dwyer, before closing with Zanuck, that he sign them to a contract; that the same proposal was made to Saul Bernstein upon his entry into the matter and that both suggestions were laughed off.

Slope On the Nixer
Writers assert they had no choice in the publication matter, that rights were with the producer and that the expressed wish to have it thrown Berlin's way, in return for Dwyer's introducing them into the setup, was rejected by the producer. A spokesman for 20th Century said he did not think the Berlin office would take the matter into court, because there was nothing on which to base a legitimate claim.

"When we contracted with Stern and Meskil for four songs for the Chevalier picture, 'Folies Bergere', he said, 'we asked if they were under obligation to anyone in connection with the songs and they declared they were not. Having no reason to doubt them, because we have found them so nice a pair of boys as we've ever met, we signed the deal.' After this controversy was under way, the Berlin people tried to get them to sign a paper, but the writers refused on the ground that they would be put in the position of making a false statement."

Robbins heads east in 10 days or two weeks. His wife chased her mind about pinning east with Ables and goes east with the music pub at the future date.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the cross-country networks: Last week, in relative standing, according to the number of combined plugs on WCAP, WJL, WABC and WJCA.

Stay Sweet as You are	48
Pop Goes Your Heart	31
Be Still My Heart	29
Centennial	27
Out in Cold Again	24
If I Had Million	23
Swingin' Pie	23
Difference Day Made	22
Invitation to Dance	22
Earful of Music	21
Don't Let Suffer You	20
Lost in Fog	20
Santa's Coming to Town	20
Winter Wonderland	20
Isn't It a Shame	19
La Cucaracha	19
P. S.—I Love You	19
Follow Secret Heart	18
One Note of Love	18
Object of Affection	18
Okay Tease	18
Winter Number One in Tan	18
Flirtation Walk	17
Growing Ponder of You	17
Rain	16
Believe It Beloved	16

'802' OPPOSES ASCAP'S FEES

Edward Canavan, chairman of Local 802, New York musicians' union, came out against the American Society of Authors, Composers & Publishers last week in a signed statement.

Union exec declared: "Owing to the prohibitive fee demanded by ASCAP, employers have dispensed with the services of musicians and the society has been employed on which dispensed with orchestra because of the fees charged by ASCAP."

"Members having definite knowledge," are urged by Canavan to report for the benefit of the Department of Justice, places where members might have been employed or which dispensed with orchestra because of the fees charged by ASCAP."

Combination Nitery, Sports Arena in Troy

Troy, N. Y., Nov. 26. Troy is to have another night club, this one to be operated as part of a projected sports arena by Thomas E. Cronby, one-time local policeman and more recently a health trainer in New York. Will be on the old Troy Gas company storage building site at Jefferson street and Fifth avenue.

Cronby recently purchased the track with two structures thereon. Larger building will be converted into an arena with facilities for boxing, ice and roller skating, and swimming. Smaller building will be remodeled into a night club.

Troy has witnessed a big boom in the night club business during the past two years, a number of new spots being opened and money being spent on the remodeling and enlarging of others. Night clubs now provide most of the 'fresh' entertainment seen here.

Quodbach's New Cafe

Chicago, Nov. 26. Al Quodbach returning to nitery business locally when he shortly reopens the Opera Club under the tag of Club Ciro.

Will use a name band and floor show. Expected that a WGN wire will go in.

OKAY TO TAKE, BUT CROON IT

Gov't Dreams Open Dealing Between Publisher No Violation—But Performer Must Reveal Nature of Remuneration to Public By Announcement

NRA'S SUGGESTION

Clause which bars publishers from paying orchestra leaders or singers for plugs after the air is out of the music ends. Final draft of the instrument which was adopted at a meeting of the pop faction of the industry at the Astor Friday (23) stipulates that any pay-off arrangement is okay as long as the bandman or singer announces prior to broadcasting the number that he or she has been remunerated for doing so and also stipulates the amount.

Modification of the anti-bribery clause was made at the instance of the NRA administration. Washington code-making authorities took the viewpoint that any open deal between a publisher and a performer could not be considered an unfair trade practice and also pointed out that it was against the administration's policy to impede any 'honest employment.'

Under the provisions of the modified practice clause the leader or singer accepting remuneration of any nature for a plug must state over the air every detail of the terms and conditions involved. When this revised clause was read and explained to the assembled publishers the reaction was one of amusement. The publishers thought it odd that the government should ask them to incorporate this payoff twist in the code's fair trade practice section, but it was agreed that as long as the administration insisted upon it there was nothing to do but try it out.

The standard publishers had approved the code a week previously. Meeting also adopted two resolutions presented by John G. Paine, chairman of the Music Publishers' Protective Association. One resolution confirmed the following as the pop code committee: Paine, chairman; Charles Miller, Miller Music Co.; Louis Bernstein, Shapiro, Bernstein & Co.; E. B. Marks, Edward B. Marks Music Co.; and Edwin Morris, M. Winmark & Sons. The other instructed this committee to arrange for the election of a permanent code authority immediately upon President's Roosevelt's approval of the music code and take any steps that may be necessary to quickly organize the industry for procedure under the code.

Publishers Uphold Writers' Stand Against Folio Practice; Agree on 1-Year Release Limit for Numbers

If You Please—

Berwyn, Ill.
Mr. Paul Whitman
Hotel Astoria
New York City, N. Y.

Dear Sir:
I am interested in securing copies of your professional orchestration for my orchestra. If it would not be asking too much of you, or if it would not put you or others to too much trouble, I should be more than pleased to have any used pieces you may have as the price for the numbers is too high. I shall be willing to pay any postage expense connected with this transaction. I thank you in advance.

Yours truly,

(Actual Letter)

Music publishing industry last week took recognition of the songwriters' complaint against the spreading practice of including the lyrics in dance folios. At a meeting of the industry Friday (23) the pop publishers passed a resolution agreeing not to include in these dance folios any numbers less than a year old.

Songwriters Protective Association, in a communication to the publishers earlier in the week had warned the latter against continuing the practice of printing the words as well as the music in dance folios. The SPSA letter declared that the practice was a violation of the writers' contracts and that unless the publishers declared the writers would demand a \$c. royalty per song in each folio distributed. The dance folio provision in the usual contract stipulates that the writer receive a flat fee of \$10 for each song (but without words) included in a dance folio.

Publishers were unanimous in agreeing that the writers were justified in their grievance and that the pop industry had been foolish to let the practice become as widespread as it has. Putting out recent song releases in folio form, they agreed, was anything but sound business and there was no question that it was doing damage to the sale of sheet music.

Salesmen's Reports

Publishers' salesmen coming in from the road in recent weeks have warned their employers about this growing competitive situation, and cited this as one of the main difficulties in the sheet music business. Among firms that have been especially active in turning out song and word folios of recent releases are Witmark, Remick, Felst, Mills, Engel, Berlin and Olman.

Nothing was brought up at the general meeting concerning the writers' squawk about the lyrics folios put out by Engel & Van Weisman and the music and words fan mag, 'Popular Songs', distributed by the Dell Publishing Co. At a meeting of the SPSA's executive council earlier in the week (19) protest was made against continuance of official assent to the Engel & Van Weisman proposition and this practice among publishers of selling the reprint rights to recent releases to the Dell magazine. The SPSA board voted to defer any action against either of these two projects until an accounting of the number of editions and copies distributed had been obtained from Engel & Van Weisman. Benca Russell, who had opposed the E. & Van W. enterprise from its inception, suggested to the council that steps be taken to enjoin the music publishers from entering into any form of reprint agreements with outside publishing interests.

Richard B. Gilbert, who quit the editorship of a trade paper to take over the management of 'Popular Songs', declared last week that Dell had contracted with publishers for enough music and lyric material to take care of the mag's requirements for the next 10 months, but that it was Dell's intention to reduce the number of reprinted lyrics to a minimum eventually and also to cut down the royalties to a chump. In publication, Gilbert said, was primarily interested in building a fan audience for pop music and that it was working out a series of song-writing contests that would in time serve as a major source of the mag's music.

An important feature of the pop publishers' pre-occupation of putting down on both the Engel & Van Weisman and the Dell publications. It is their contention that the E. & Van W. folio has been detrimental, particularly when sold on the same counter with sheet music, and they are demanding that the lyric folios be withdrawn from such spots.

Pubs Threaten Suit Over Erpi Foreign Money

Music publishers have had to resort to litigation to recover some of the money they claim due from ERPI for the foreign licensing arrangement which expired Sept. 5, 1952. John G. Paine, chairman of the Music Publishers Protective Association, was informed last week by ERPI counsel that the equipment outfit did not intend to okay some of the claims advanced by the publishers.

Paine's original estimate of the debt outstanding was \$300,000, but further scrutiny of the claims caused him to revise this figure. Settlement sum he now asks from ERPI is \$200,000.

Money that the MPPA is trying to collect hinges on the five-year agreement which gave ERPI the exclusive right to do the synchronization licensing of films for American publishers in all foreign countries. In his effort to settle the debt Paine submitted to ERPI nine different claim schedules. Several of these have been accepted by ERPI, while on the matter of the balance the electric has taken the attitude that if the publishers insist they'll have to sue.

Harry Bedlington unit at the Belmore Manor and Gulf Club, Bermuda.

Inside Stuff—Music

Board of directors of the American Society of Composers, Authors & Publishers meets today (Tuesday) instead of the last Thursday of the month. Change in the get-together date was necessitated by the holiday. It is expected that the gathering will certify the results of the balloting among the ASCAP membership for the board of classification appeals. Voting for these offices closed over two months ago, but no attempt has been made to get the appellate idea into operation. Appeal colonies are to consist of six publishers and nine writers, equally chosen from the popular, production and standard fields. Writers and publishers dissatisfied with the ratings given them by the regular classification committee will be free to carry their complaints to their respective appeals board.

Choice room in the Paul Whitman apartment at the Essex House, New York, is the Rhapsody in Blue den, inspired by Gershwin's piece which the director first introduced to the public. Margaret Livingston conceived the idea of transplanting the composition into interior decoration and has had all effects done in shades of blue.

Two large paintings also depict various moods of the modern jazz classic. A piano is the outstanding item of furniture in night.

HUFFS OPENING FLA. CLUB

Chicago, Nov. 26. Jack Huff goes south next week to get his Miami club set for the season. Will again be tagged the Hollywood Cafe.

Huff has the French Casino here.

Yvonne Printemps

an International Toast



**Two continents
pay homage
to her soft,
smooth skin!**

YVONNE PRINTEMPS, scintillating star of Noel Coward's CONVERSATION PIECE, says: "Lux Toilet Soap leaves my skin soft and clear."

THE TOAST OF PARIS—LONDON—NEW YORK! Her accent's as charming as her dazzling smile, her voice as lovely as her auburn hair—her complexion as . . . Well, Yvonne Printemps' complexion is indescribably soft and smooth and clear. Kept so with pure, mild Lux Toilet Soap!

"Très simple!" says this bewitching French star. "Even in Paris I have never found a finer complexion care than gentle, white Lux Toilet Soap. It leaves my skin so soft and clear. And most important, I can use all the cosmetics I wish, yet guard against Cosmetic Skin!"

Lux Toilet Soap is especially made to remove cosmetics thoroughly. Its rich, ACTIVE lather gently carries away every last trace of dust, dirt, stale powder and rouge so that they can't *choke the pores*. That's why it guards against the enlarged pores, the tiny blemishes, the dull, lifeless look that are warning signals of Cosmetic Skin.

Try the simple care this lovely French star uses! Begin today! Use it before you apply fresh make-up during the day . . . *always* before you go to bed at night. Watch how clear, how smooth, how soft, it keeps your skin!

LUX Toilet Soap

